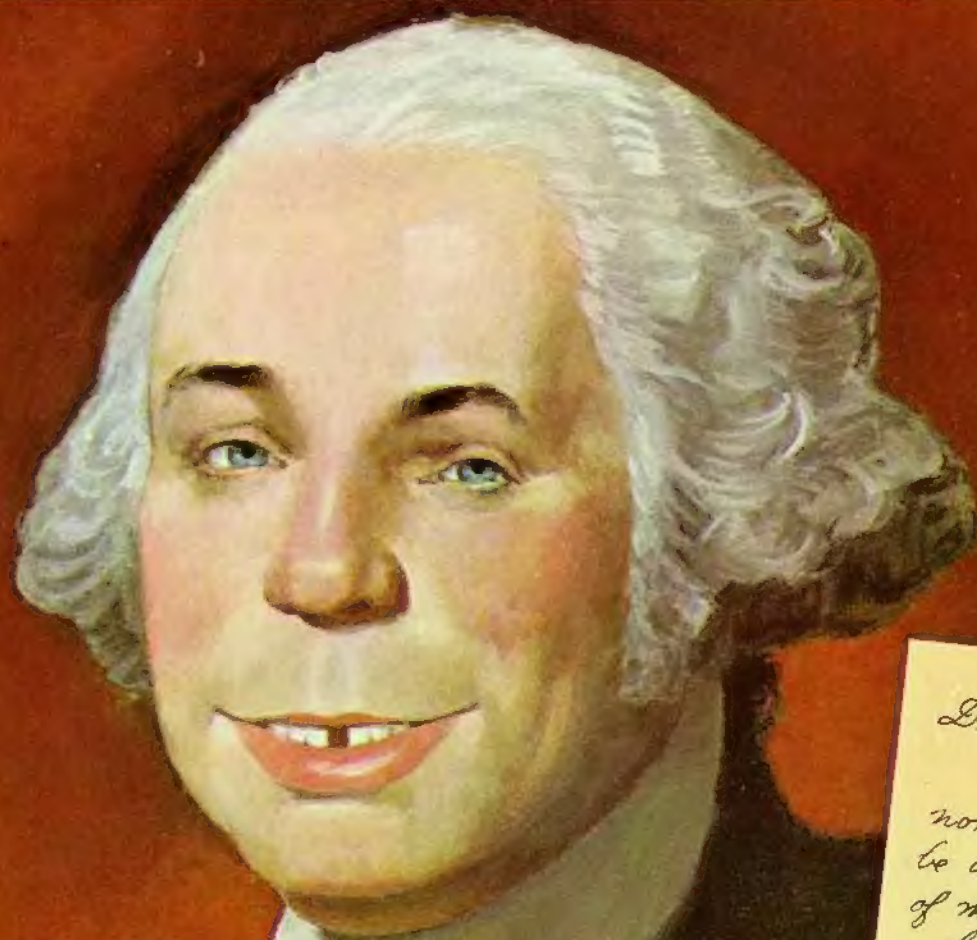


No.
181
March
'76
33230

MAD INC. ®

OUR PRICE
50c
CHEAP

SALUTES THE BICENTENNIAL YEAR



Dear Mr. Stuart,
I really do
not believe this to
be a good likeness
of me! It would
best remain
unfinished!
G. Washington

STILL MORE HYSTERIA REPEATS ITSELF!

MAINLY, OUR PAST RETCHES UP WITH US AGAIN IN

THE NOSTALGIC

MAD

NUMBER FOUR

OUR FOURTH FULL-COLOR 10¢-TYPE
COMIC BOOK BONUS

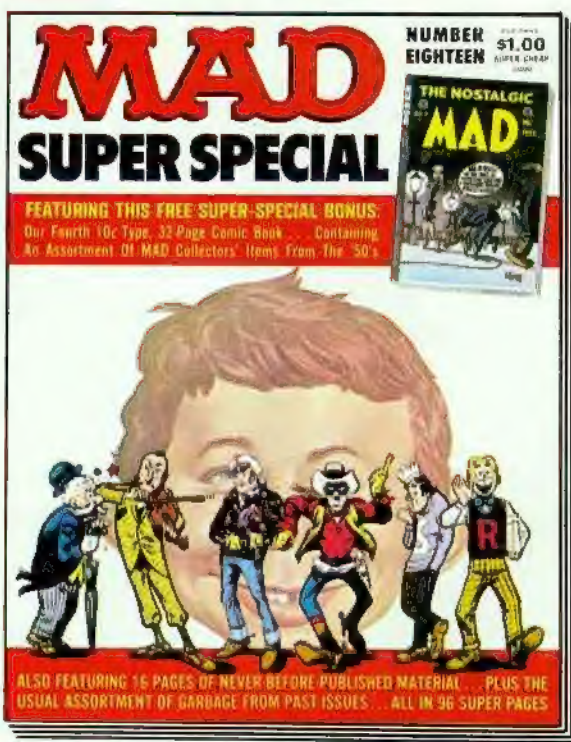
...Containing An Assortment Of
Collectors' Items From These Eight
Valuable Back Issues Of The '50's



YOU GET IT FREE

...PLUS THE USUAL
COLLECTION OF NEW
GARBAGE...AND OLD
GARBAGE...IN THE

MAD SUPER SPECIAL NUMBER EIGHTEEN



NOW ON DISPLAY WHEREVER MAGAZINES ARE SOLD (OR READ FOR FREE)

MAD

"The pen is mightier than the sword . . . except when it runs out of ink!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO

DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

AD-MISSION IMPOSSIBLE DEPARTMENT

If TV Commercials Told Us Everything 44

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Handicrafts 16

BUGS FUNNY DEPARTMENT

The Cockroach 43

CAUGHT IN A BIND DEPARTMENT

A Collection Of Paired MAD Thick And Thin Books 24

DON MARTIN DEPARTMENT

One Fine Day Downtown 15

Once Upon A Time In The Black Hills Of S. Dakota 48

FACULTEASE DEPARTMENT

The Alfred E. Neuman University "Hard Sell" Catalogue 33

FUEL-ISH NOTIONS DEPARTMENT

Some MAD Energy-Saving Devices 22

FUTURE SCHLOCK DEPARTMENT

"Rollerbrawl" (A MAD Movie Satire) 4

HOLLAND-DAZE SOURCE DEPARTMENT

Meet Jan Van Wessum—A Refreshing Dutch Treat 26

INITIAL IMPRESSION DEPARTMENT

Exciting Abbreviations For Non-Glamorous Jobs 29

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy 32

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones **

POLL-ISH JOKE DEPARTMENT

The MAD Readers Survey 21

THE RHYMES WE ARE A-CHANGING DEPARTMENT

Great Poems—Rewritten 12

YANKEE-PANKY DEPARTMENT

Historical Scenes We'd Like To See Reenacted 40

**Various Places Around The Magazine

ROLLERBRAWL
(A MAD
MOVIE
SATIRE)
Pg. 4



**SOME
GREAT
POEMS—
REWRITTEN**
Pg. 12

**EXCITING
ABBREVIATIONS
FOR NON-
GLAMOROUS JOBS**
Pg. 29



**THE A.E.N.
UNIVERSITY
"HARD SELL"
CATALOGUE**
Pg. 33

**HISTORICAL
SCENES WE'D
LIKE TO SEE
REENACTED**
Pg. 40



**IF TV
COMMERCIALS
TOLD US
EVERYTHING**
Pg. 44

WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE
LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO MAD

AND HAVE IT MAILED TO YOUR HOME!

use coupon or duplicate

MAD
485 MADison Avenue
New York, N.Y. 10022

I enclose \$10.00*. Enter my name on
your subscription list, and mail me
the next 20 issues of MAD Magazine.

NAME.....
ADDRESS.....
CITY.....
STATE.....ZIP.....

*In Canada, \$10.00 in U.S. Funds, payable by International
Money Order or Check drawn on a USA bank. Outside the USA
and Canada, \$12.50, payable by International Money Order or
Check drawn on a USA Bank. Allow 10 weeks for subscription
to be processed. We cannot be responsible for cash lost or
stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

DEFAULT!

Yep, de fault, dere reader, may be
de Editor's... but de fact is, we're
in big trouble... mainly for printin'
too many of dese full color portraits
of Alfred E. Neuman, MAD's "What-Me
Worry?" kid (suitable for framin' or
wrappin' fish). So come to our aid,
Send 35¢ for 1, 75¢ for 3, \$1.55 for
8, \$3.15 for 27, \$6.35 for 81 to MAD,
485 MADison Ave., N.Y., N.Y. 10022,
an' maybe we won't go bust along wit'
de other cities aroun' de country!



LETTERS DEPT.



SHAMPOOED

Your hair-lift on "Shampoo" ranks
with "Patton" and "True Grit" in the
MAD Movie Satire Hall Of Fame. I sent
my copy to Vincent Canby of The New
York Times, who brain-rinsed us into
thinking the film's a classic. But, thanks
to Arnie Kogen and Angelo Torres,
"Clyde" Beatty and those lionesses he
tamed in this incredibly over-praised cir-
cus were all prodded back into their cages.

Michael Avallone
East Brunswick, N.J.

Your version of "Shampoo" was a
wash-out.

Barbara Hudson
Detroit, Mich.

Your satire of "Shampoo" split my ends.
Steve Moore
Arcadia, Calif.

U.S. COMMEMORATIVE STAMPS

Frank Jacobs and Bob Clarke won't
have the WFL to kick around any more.
It collapsed just as soon as they gave it
the "Commemorative Stamp" whammy!

Ted Poley
Ramsey, N.J.

Clarke and Jacobs gave the World
Football League the lick of death!

Erwin Rose
Tenafly, N.J.

FUTURE "NO-FRILLS AIR TRAVEL" GIMMICKS

I was on a No-Frills flight (no choice),
eating a No-Frills meal (no taste), read-
ing your No-Frills magazine (no
laughs), when I succumbed to a No-Frills
sleep (no pillow). I awoke in a sweat,
and thought I saw Al Jaffee as a flight
attendant. Tell me, was that just a No-
Frills nightmare...?

Peter Steiness
Marina Del Rey, Calif.

Jaffee has many ways of sneaking on board!



MAD COVER CHARGE

From a distance, I saw your cover mes-
sage... "MAD Lowers Its Price!" I
raised my hopes. Then the newsdealer
lowered the boom.

Rodney Gualderama
San Francisco, Calif.

Your cover on issue #179 was a cheap
shot because the price could have been
another inch lower!

Doug Royer
Dayton, Ohio

A MAD LOOK AT BACKPACKING

Aragones' "Backpacking" proves his
talent is as big as all outdoors!

Margaret Penney
Jersey City, N.J.

BROKEN HOMES AND GARDENS

My Mother and Father split up after
arguing over who was going to read
"Broken Homes And Gardens" first.

Tom Anderson
Minneapolis, Minn.

"Inflate-A-Daddy" made me laugh so
much, I had to hold the valve on mine to
stop it from deflating.

Danny Paterno
Fredon, N.J.

OBNOXIOUS SPORTS SPECTATOR

Silverstone and Davis might care to
know how to contend with an "Obnoxious
Sports Spectator." Pass him a mustard-
covered frankfurter and don't let go of
the bun.

Teddy Khoury
Brigantine, N.J.

Lester Loudmouth attends college
sports, too! He sits right behind me at all
Oklahoma University games.

A.E. Silas
Norman, Okla.

I laughed so hard at your "No-Frills"
article, I almost fell out of the cargo area.

David Wilkie
Arlington, Va.

I failed to pass the metal detector test
before boarding my plane. Your "No-
Frills" article must be considered a lethal
weapon because I had packed that issue!

Irma Zwan
Vancouver, B.C.

FUN LADY

Oy vey and mazel tov! "Fun Lady" was a triumph! Too bad the movie wasn't. It serves Barbra Streisand right for doing a Jewish version of "Lady Sings The Blues."

Jim Budd
Westmont, Ill.

LIGHTER SIDE OF FAST-FOODS CRAZE

I would like to send Dave Berg some flowers. Could you please tell me what hospital he's recuperating in after sampling all those "Fast-Foods"?

Edward Summer
New York, N.Y.

Please Address All Correspondence To:
MAD, Dept. 181, 485 MADison Avenue
New York, New York 10022

Unsolicited manuscripts will not be returned unless accompanied by a self-addressed, stamped envelope!

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970: Section 3685, Title 39, United States Code) 1. Title of Publication: MAD. 2. Date of Filing: Oct. 1, 1975. 3. Frequency of Issue: Monthly except Feb., May, August, and Nov. 3a. Subscription Price: \$10/20 Issues. 4. Location of Known Office of Publication: 485 MADison Avenue NYC 10022. 5. Location of the Headquarters or General Business Offices of the Publishers: 485 MADison Avenue NYC 10022. 6. Names and Addresses of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue NYC 10022; Editor: Albert B. Feldstein—485 MADison Avenue NYC 10022; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E.C. Publications, Inc., wholly owned by Warner Communications, Inc., a publically held corporation—75 Rockefeller Plaza NYC 10019. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None. 9. For optional completion by Publishers mailing at the regular rates (Section 132.121, Postal Service Manual) I hereby request permission to mail the publication named in item 1 at the reduced postage rates presently authorized by 39 U.S.C. 3626.

William M. Gaines, Publisher

1. EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
2. TOTAL NO. COPIES PRINTED	2,792,998	2,932,961
3. PAID CIRCULATION a. SALES THROUGH DEALERS & CARRIERS b. STREET VENDORS & COUNTER SALES	1,798,659	1,885,509
4. MAIL SUBSCRIPTIONS	129,480	121,787
5. TOTAL PAID CIRCULATION	1,928,139	2,007,296
6. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS, SAMPLES, COMPLIMENTARY AND OTHER FREE COPIES	85	85
7. TOTAL DISTRIBUTION	1,928,204	2,007,381
8. COPIES NOT DISTRIBUTED 1. OFFICE USE, LEFT OVER, UNACCOUNTED 2. SPOILED AFTER PRINTING	600	600
9. RETURNS FROM NEWS AGENTS	665,192	925,000
10. TOTAL	2,793,996	2,932,961

I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher

ARE YOU SICK AND TIRED OF

CORRUPT COUNCILMEN	CONVINCING CONGRESSMEN
MENDACIOUS MAYORS	VACUOUS VICE PRESIDENTS
GRAFT-TAKING GOVERNORS	PERJURIOUS PRESIDENTS

CAST YOUR VOTE FOR POLITICALLY MAD

AND SUPPORT THIS TICKET:

PREPOSTEROUS PARODIES	VAPID VIGNETTES
SENSELESS SATIRES	LUDICROUS LAMPOONS
ORTUZE OBSERVATIONS	CONTEMPIBLE COMEDY

OUR LATEST "ORIGINAL" PAPERBACK On Sale Now At All Bookstands Or Yours By Mail

use coupon or duplicate

MAD
485 MADison Avenue
New York, N.Y. 10022

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PLEASE SEND ME: ☐ "POLITICALLY MAD"

ALSO PLEASE SEND ME THE BOOKS CHECKED BELOW:

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> ☐ The Bedside MAD ☐ Son of MAD ☐ The Organization MAD ☐ Like MAD ☐ The Ides of MAD ☐ Fighting MAD ☐ The MAD Frontier ☐ MAD in Orbit ☐ The Voodoo MAD ☐ Greasy MAD Stuff ☐ Three Ring MAD ☐ Self-Made MAD ☐ The MAD Sampler ☐ World, World, etc. MAD ☐ Raving MAD ☐ Boiling MAD ☐ Questionable MAD ☐ Howling MAD ☐ The Indigestible MAD ☐ Burning MAD ☐ Good 'n' MAD ☐ Hopping MAD ☐ The Portable MAD ☐ MAD Power ☐ The Dirty Old MAD | <ul style="list-style-type: none"> ☐ Polyunsaturated MAD ☐ The Recycled MAD ☐ The Non-Violent MAD ☐ The Rip-Off MAD ☐ The Token MAD ☐ The Pocket MAD ☐ The Invisible MAD ☐ Dr. Jekyll & Mr. MAD ☐ Steaming MAD ☐ MAD At You ☐ DON MARTIN Steps Out ☐ DON MARTIN Bounces Back ☐ DON MARTIN Drops 13 Stories ☐ DON MARTIN's Captain Klutz ☐ DON MARTIN Cooks ☐ DON MARTIN Comes On Strong ☐ DON MARTIN Carries On ☐ DON MARTIN Steps Further Out ☐ DAVE BERG Looks at the U.S.A. ☐ DAVE BERG Looks at People ☐ DAVE BERG Looks at Things ☐ DAVE BERG Modern Thinking ☐ DAVE BERG Our Sick World ☐ DAVE BERG Looks at Living | <ul style="list-style-type: none"> ☐ DAVE BERG Looks Around ☐ The All-New SPY vs. SPY ☐ SPY vs. SPY Follow Up File ☐ 3rd MAD Dossier of SPY vs. SPY ☐ 4th MAD Classified SPY vs. SPY ☐ A MAD Look at Old Movies ☐ Return of MAD Old Movies ☐ MAD-vertising ☐ A MAD Look at TV ☐ AL JAFFEE's Snappy Answers ☐ AL JEFFEE's MAD Book of Magic ☐ More AL JAFFEE Snappy Answers ☐ AL JAFFEE's MAD Monstrosities ☐ Aragonese's "Viva MAD" ☐ Aragonese's MAD about MAD ☐ Aragonese's MAD-ly Yours ☐ Aragonese's in MAD We Trust ☐ Aragonese's MAD as the Devil ☐ MAD for Better or Verse ☐ Sing Along With MAD ☐ MAD About Sports ☐ MAD's Talking Stamps ☐ MAD Word Power ☐ The MAD Jumble Book ☐ MAD Cradle to Grave Primer |
|---|---|---|

On orders outside the U.S.A. be sure to add 10% extra. Allow at least six weeks for delivery.

I ENCLOSE 95c FOR EACH
(Minimum Order: 6 Books)

We cannot be responsible for cash lost or stolen in the Mails. Check or Money Order preferred!



FUTURE SHLOCK DEPT.

As if pictures like "Earthquake" and "Jaws" and "Towering Inferno" aren't scary enough, Hollywood has now devised a new type of film that shows how terrible life will be like in the future . . . if you're lucky enough not to be crushed to death, bitten to death or burned to death! Here's MAD's version of tomorrow's spectator sport:

ROLLE

This is the ultimate game . . . combining the most brutal, violent aspects of all sports! That's progress!

Some progress! They've re-invented "The Roller Derby"!

We have evolved to a higher form of Civilization . . . in which the Government is run by the large Corporations!

Right!! By the way . . . what year is this?
1976!

This movie will demonstrate how individuality is destroyed, and people are made into MINDLESS CONFORMISTS!

Gee! A whole picture about America's school system?!

I'll smash your face, stomp on your windpipe and crush your skull!
You're a cruel, vicious person!

Yeah . . . and I'm the most sympathetic character in the movie!



RBRWL

ARTIST:
ANGELO TORRES

WRITER:
STAN HART

Moonface... as head of the Energy Corporation, I have something to say to you! Tonight, you killed three opponents, maimed five and crippled seven others for life!

That's right, Sir...!

Let me say this... if you're not going to TRY, then get off the team!

Did we sustain any injuries?

Just Klutzy over here!

What happened?

He tried to crack his knuckles with his glove on!

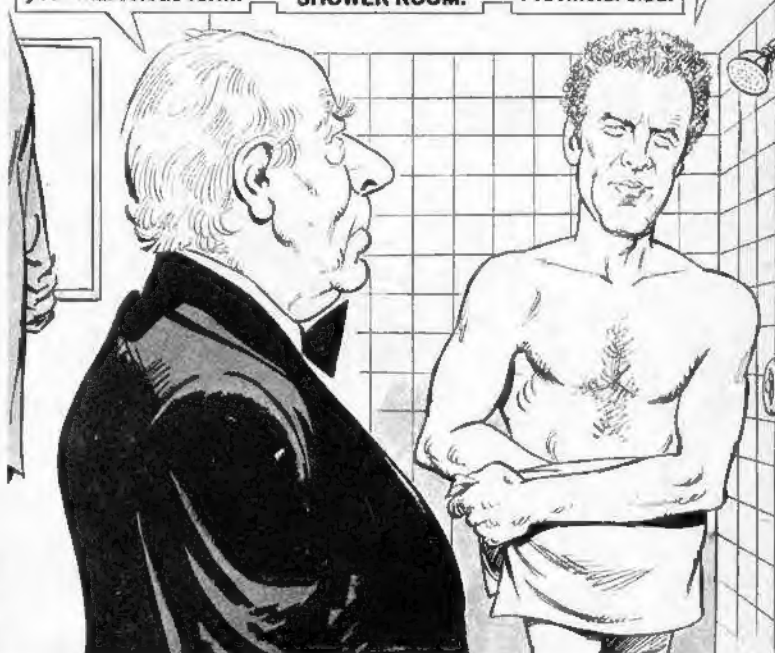


Jonathick... you are the greatest! Pure poetry! I just adore your marvelous form!

On the Roller Rink? Even more, in the SHOWER ROOM!

Watch that stuff! I'm not that kind of guy!

Provincial clod!



I've been sent by the Corporation as a PRESENT to you for twelve years of dedicated service!

Why'd they send you?

They thought you might enjoy ME more than sleeping with a gold watch!



I'd rather have my Wife! But the Corporation took her AWAY from me!

Forget about her! Here! Take one of these Sex Pills! They completely duplicate the mood for Marital Love-Making!

Do they really work?



Come here, Baby!

Not tonight! I have a headache!

Wow! They really DO work!



Blackie... you've been around longer than me! Do you know anything about the past... about what it was like **before** the Corporations...?

Well, I know a little!

What was it like back in the 50's and 60's?

I'll tell you while you're working out! Do you want to punch the light bag... or the heavy bag...?

I'd rather punch **YOU** around for a few hours!

That's what it was like!



Before the Corporations took over, we lived in a world of devastating wars, unbridled crime and abject poverty! We changed all that... and yet, you're not happy!

I... I guess I miss "The Good Old Days"!

We want you to quit—to give up your career!

Sorry!

You MUST!

Too bad for you I never learned the meaning of the words, "to quit"!

Too bad for this movie you also never learned the meaning of the words, "to act"!



Why not retire, Jonathick? You have everything you want! You hold the record for the most games played, the most years as a player and the highest scorer!

Aren't you forgetting one?! I **ALSO** hold the record for the most hickies suffered at a post-game party!

Mmmmm! Let me **ADD** to that record...?

Forget it!

Hetero fink!

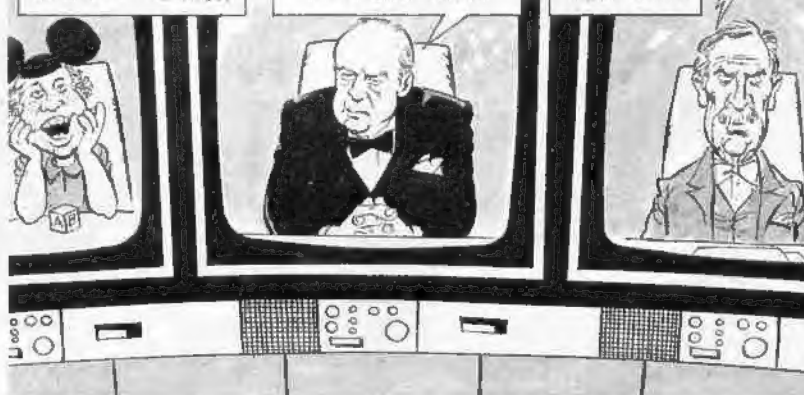


As you know, we developed "Roller-brawl" to give our docile population an outlet for their pent-up aggressions and their suppressed desires for violence!

It was also designed to demonstrate the value of team effort and the futility of individual ambition! But Jonathick-B has become a problem! We want him to retire!

But **WHY?!?** He's the best! He scores more points, maims more players and wins more games than any other Rollerbrawler!

That's **WHY!!**



Jonathick has become an individual star—a popular personality! And the Corporations cannot tolerate that!

Why not kill him... right now! We have all the power!

We can't! There is a higher power that would not like that!

WHAT higher power?

This picture's **PRODUCER!** He wouldn't care for a twenty-minute movie!

We will handle the problem by changing the rules of the Rollerbrawl games until Jonathick-B is eliminated!

There are two things about the plan I like! One is that he **WILL** be eliminated...

But isn't that terribly unfair?

Yes! That's the other thing I like about it!





Hey! Let's play a wild, crazy game like "Pin The Tail On The Donkey"!!

What's so wild about that?!!

We'll use a REAL DONKEY!!

Nahhh! I'd rather set fire to a tree!

Yeah! Let's set fire to some trees!



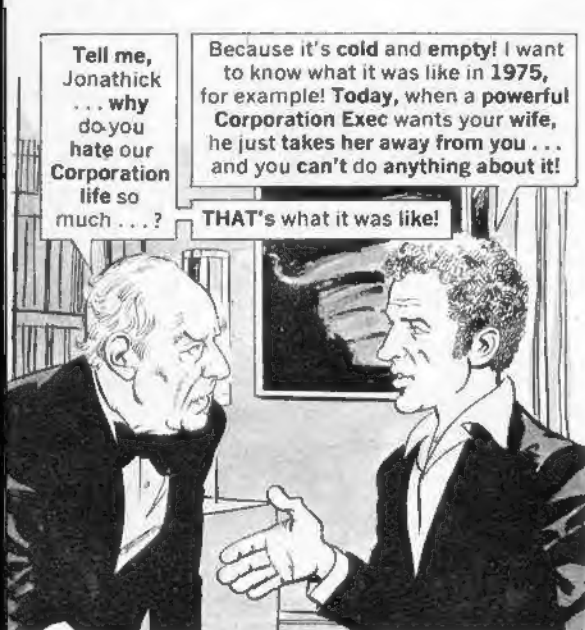
This is FUN!

But ... isn't it WRONG to do this?

Nahh! Everyone does it!

Everyone?!

Sure! Look!



Tell me, Jonathick ... why do you hate our Corporation life so much ... ?

Because it's cold and empty! I want to know what it was like in 1975, for example! Today, when a powerful Corporation Exec wants your wife, he just takes her away from you ... and you can't do anything about it!

THAT's what it was like!



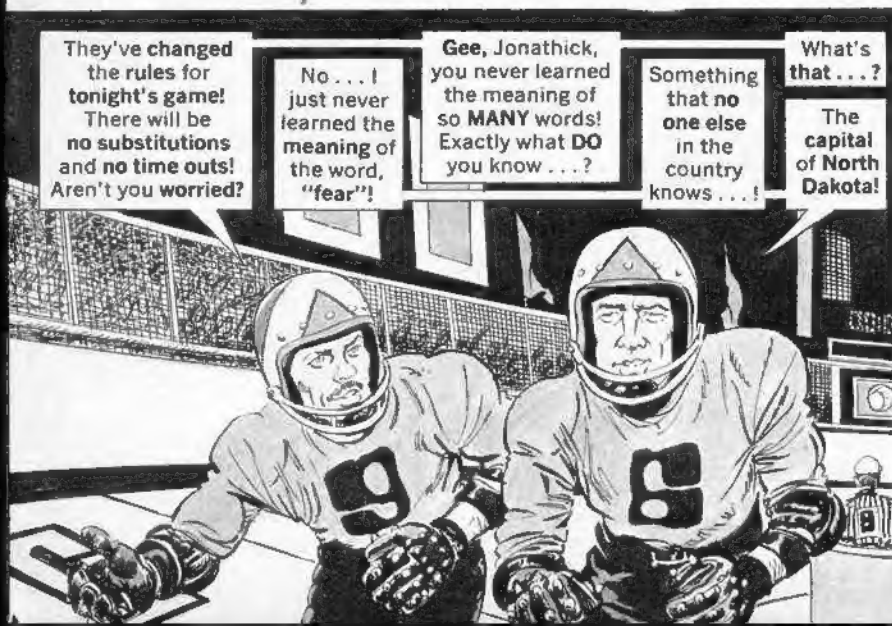
So you refuse to retire, eh?

I'll retire only if you give me some concessions!

Jonathick, you drive a hard bargain! But if it's a concession you want, then it's a concession you'll get!



I didn't mean THIS kind of concession!!



They've changed the rules for tonight's game! There will be no substitutions and no time outs! Aren't you worried?

No ... I just never learned the meaning of the word, "fear"!

Gee, Jonathick, you never learned the meaning of so MANY words! Exactly what DO you know ... ?

Something that no one else in the country knows ... !

What's that ... ?

The capital of North Dakota!



Remember, men, this is the Semi-Final! I want each of you to go out there and KILL!! And if you can't do that, then do the next best thing! GET KILLED!!

I DON'T WANT TO DIE!! I DON'T WANT TO DIE ... !

Where's your team spirit?

Oh ... ! Gee, I'm sorry!!



Stop slouching!!



Pardon my glove!!



That heavy speeding ball is going to tear your head off!

No...! No...!

Come on! It's all part of the game! Nothing personal!

Oh, good! For a minute, I thought you were mad at me!



Moonface!! Watch out... behind you!!



Thanks a lot!!



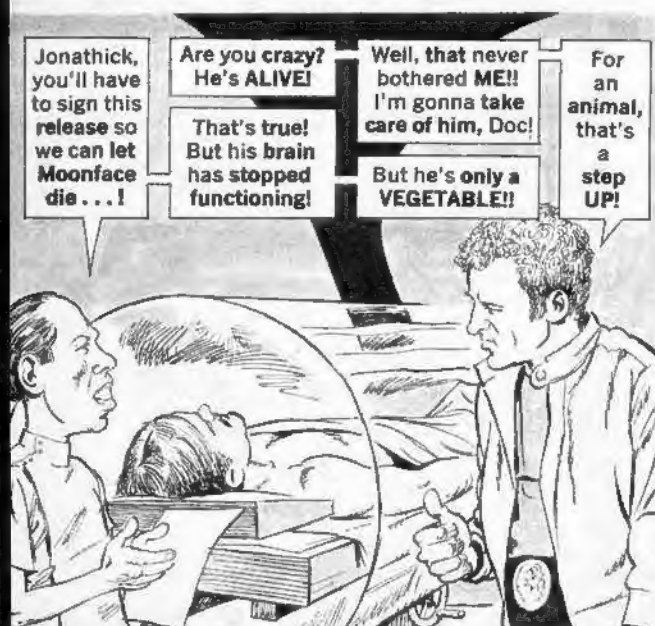
Moonface! Talk to me! Are you all right...?

You too...?

I can't tell! I don't seem to know what's going on! Everything's so confused! I—I can't keep my eyes open!

Who else is this happening to...?

The audience!!



Jonathick, you'll have to sign this release so we can let Moonface die...!

Are you crazy? He's ALIVE!

That's true! But his brain has stopped functioning!

Well, that never bothered ME!! I'm gonna take care of him, Doc!

But he's only a VEGETABLE!!

For an animal, that's a step UP!



Can't you understand, Jonathick!? He's a vegetable! How long are you going to keep this up...?!!?

Until HARVEST TIME!!

Hi, there! I want to find out something about the 20th Century!

That information was edited by the Corporations and has now been stored in the Computer!

I want to know about Sports back then!

Sorry, I'm not allowed to give out any facts!

None at all! Well... I CAN give out one fact!

Which one...? The capital of North Dakota!

Shucks! And I was trying to keep that a secret!

There's Professor Nutsy! He's the Keeper Of The Records! Ask him!

Why is he wearing a lampshade...?

He says he never knows when someone will ask him to a party, and he likes to be prepared! He's in charge of the Computer, so you see what trouble we're in!



Professor Nutsy, can I see you??

Old and dopey!

What happened to Sports in the 20th Century...?

I'm asking YOU!!

Can't tell! But I can see YOU! Tell me—what do I look like?

YOU'RE asking ME a question? And you call ME dopey?!!

Oh, good! I love riddles! Okay... what DID happen to Sports in the 20th Century...?

Hmm! That sounds like me! I guess you CAN see me!



This is "Zippo"... the Computer with the LIQUID MEMORY BANK that contains all of our knowledge! It remembers EVERYTHING!

You must be thrilled to work with such a great piece of technology!

Not really! It keeps playing LAWRENCE WELK MUSIC all the time!



Zippo... I want to know what happened to Sports in the 20th Century, and how we came to our present stage of Civilization...

Glad you asked!

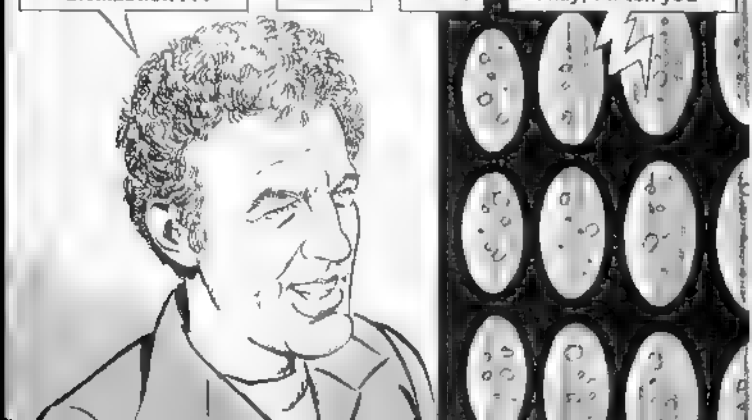
Then you'll tell me?

No, I won't tell you!

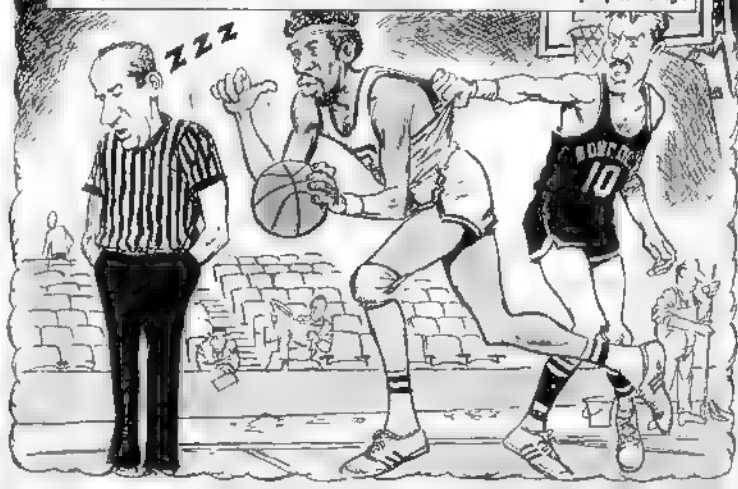
How come?

Because I'm not only the biggest Memory Bank in the world... I'm also the biggest tease in the world!

Okay, I'll tell you—



There was once a Sport called "Professional Basketball"... but the salaries of the Basketball Players kept getting bigger and bigger until Teams could only afford to hire one player each—and, of course, "Two-Man Basketball" soon lost its popularity!



There was also a Sport called "Professional Baseball"... in which financially ailing Teams would occasionally switch their franchises from one city to another to get more paying customers! Then, they started switching more and more often—every year—then every week—until the fans couldn't tell from one day to the next if their city had any Team at all!



Once upon a time, there were two men... Frank Gifford and Howard Cosell... who killed a Sport called "Professional Football" by confusing the fans! After Gifford would tell them how wonderful everything was, Cosell would tell them how stupid they were for enjoying it!



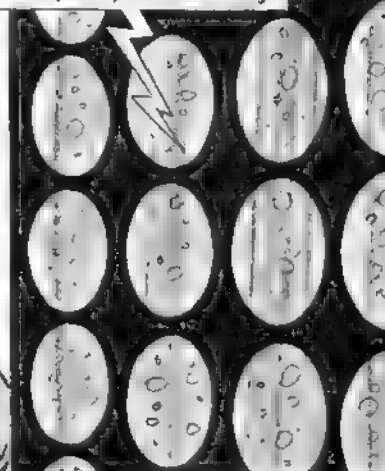
But what really killed Professional Sports once and for all was something called "The Playoffs"! Each Sport's "season" kept getting longer and longer... until, one day, they all overlapped, and all the Sports had to be played at one time in one place! This caused confusion and terrible riots...



I guess the riots were so bad, the authorities had to be called in to put a stop to them!



No... the riots were more fun to watch than the Professional Sports!! Besides, they were FREE! So Sports just faded away!



Hello... Jonathick!

My WIFE!! Gee... how have you been all these years?

Okay, I guess! You know that Corporation made me marry one of their Accountants!

What's he like?

Well, he has lots of pencils, he works from nine to five every day, he brings home work from the office, he watches Television all evening, falls asleep in his chair and snores! He's... well, he's very different than you were, Jonathick!

In what way?

He's much more exciting!



I came to beg you not to play in the Finals! They'll KILL you if you don't yield to them!

I don't know the meaning of the word "yield"!

Do you know the meaning of the word "schmuck"??

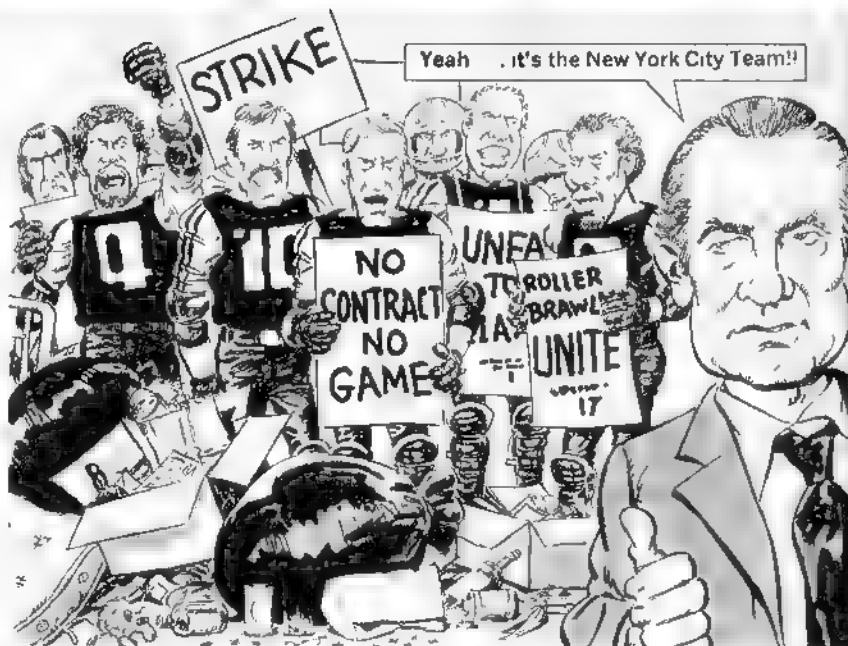




They've changed the rules again! The new rule for this game is — "No Time Limit"! We play until only one person is left alive!

I don't care! Who do we play tonight?

I'm not sure! I think it's the New York City Team!

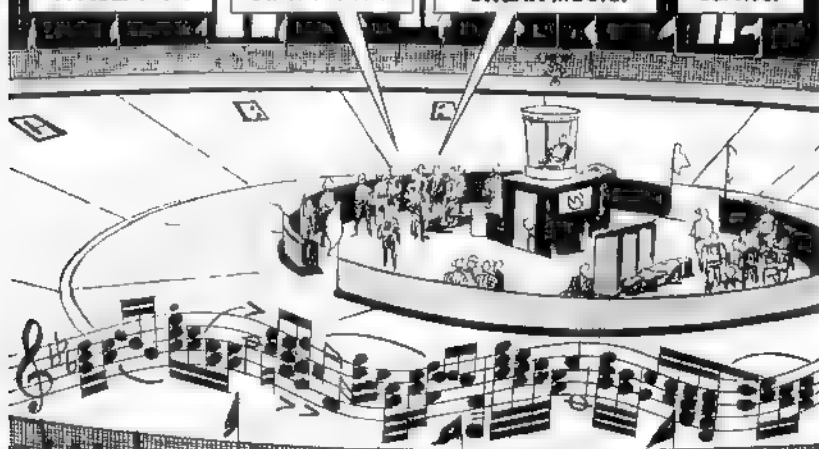


Okay, you guys— before I give my usual pre-game pep talk, here are your pills ... four each!

I know one's for power and one's for speed! But what are the other two for??

Your ears!! They're the best plugs made for protecting your eardrums from that ridiculously loud ORGAN MUSIC!

Now go out there and KILL! And may the best man survive!



Hope you like your TRIP this FALL!!



I surrender! I surrender!

Oh, my God, he doesn't even know the meaning of the word "surrender"!!



Jonathick ... I have good news and bad news for you!

First, the bad news! All the other players ... including your teammates and friends, are DEAD!



And the good news?

You're a cinch to win the "Most Valuable Player Award"!!



THE RHYMES WE ARE A-CHANGING DEPT.

Let's face it. The great poems just don't work anymore. They're simply not relevant. Like, what did Poe and Whitman and the other guys know of the corruption, lousy service, poor workmanship and all the other things we're having to put up with in the Sickening Seventies? Yes, it's time we rewrote those old poems so they have some meaning for people living now! Which is our way of introducing

GREAT POEM

To reflect the Freaky, Gr

ARTIST: PAUL COKER, JR.

ABDUL A-BUL-BUL AMIR



The sums of the profits from oil-fields are great,
Exceeding ten zillion per year,
And the richest of sheiks was the Grand Potentate
Called Abdul A-bul-bul Amir.

When they wanted a man for enforcing the ban
That filled Western nations with fear,
The lesser sheiks went to the split-level tent
Of Abdul A-bul-bul Amir.

"Our shipments shall stop, and we'll sell not a drop
"Until their reserves disappear;
"They'll crawl at our feet, which will be very sweet,"
Said Abdul A-bul-bul Amir.

"But what of our profits?" the other sheiks asked,
"They'll soon drop to nothing, we hear."
"It's worth any loss just to prove that we're boss,"
Said Abdul A-bul-bul Amir.

So, swearing by Allah, they held back their oil,
Which paralyzed lands far and near
(The Swiss they still sold, for their banks held the gold
Of Abdul A-bul-bul Amir).

But after a while there was oil leaking out,
Which seemed to the sheiks rather queer;
"I'm starting to think in our group there's a fink,"
Said Abdul A-bul-bul Amir.

The trouble, you see, is when Arabs agree,
Their pledges are seldom sincere;
The cause of that leak was that crafty old sheik
Called Abdul A-bul-bul Amir.

YOU ARE OLD, FATHER WILLIAM



"You are old, Father William," the young man said,
"And your hair now should be very white;
"But it's black and it's bushy all over your head;
"Do you think, at your age, this is right?"

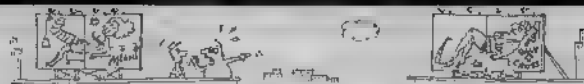
"It's touched up," Father William replied to his son,
"And with transplants my baldness is ended;
"Though I'm now 84, I appear 41,
"And the chicks think I'm groovy and splendid."

"You are old," said the youth, "and I thought I would find
"That your face would be sagging and wrinkling;
"But your skin is as smooth as a baby's behind
"And of lines there is scarcely an inkling."

"Had a face-lift," the old man replied, "just last year;
"Cost a bundle, but now I feel human;
"I used to come on like Redd Fox or Will Geer,
"But now I'm hot stuff like Paul Newman."

"You are old," said the youth, "for despite your new look,
"You are bogged down in hopeless senility;
"With chicks you come off as a helpless old schnook,
"Despite all your claims of virility."

"Shut your face," Father William replied; "Though it's true
"That I purchased new glands last September,
"Whatever I'd hoped for my body to do,
"My mind is too old to remember."

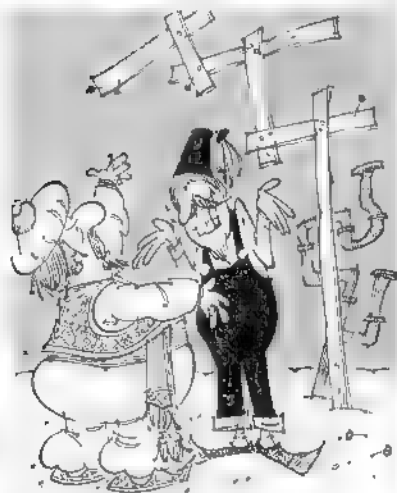


S REWRITTEN

eedy, Rotten World of Today

WRITER: FRANK JACOBS

KUBLA KHAN



In Xanadu did Kubla Khan
A stately pleasure-dome decree,
With marble bathtubs in each john
And ev'ry room a great salon
To please his family.

A builder came, surveyed the land,
Proposed a deal for them to sign:
"I'll build it in a year as planned;
"Twill cost you only fifty grand."
And Kubla said, "That's fine."

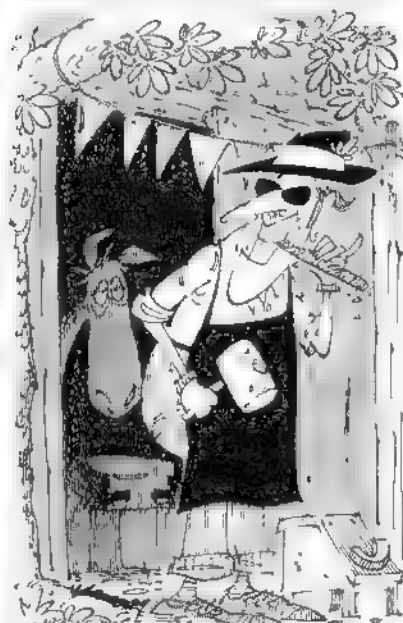
No work was done for half a year,
A fact that Kubla didn't like;
Said he, "You're way behind, I fear;
"How come there are no workers here?"
The builder said, "A strike."

Two years, then three went by before
Poor Kubla stood inside his hall;
The den, he noted, lacked a door,
And three rooms on the second floor
Had not been built at all.

"Good God!" he screamed, "You can't deny
"That what you've built here is a mess!
"I'd like to know the reason why!"
To which the builder did reply,
"Poor workmanship, I guess."

So Kubla Khan left Xanadu,
Disgusted with his pleasure-dome;
And now near Highway twenty-two
He lives as many others do
Inside a mobile home.

THE VILLAGE BLACKSMITH



Under a spreading chestnut tree
The village smithy stands;
The smith, a wily man is he
With itchy, greedy hands,
For he knows he's getting twice the sum
His fifth-rate work commands.

A man brings in a limping mare
And says with some remorse,
"She's bothered by a nail that's loose";
The smith says, "Sure, of course,
"But I'm jammed up in the shop just now—
"You'll have to leave your horse."

Next afternoon the man returns
And hears the awful news;
"Your mare dropped dead,"
the smith explains,

"While trying on new shoes,
"But I've found you a nice gelding
"At a price you can't refuse."

The customer pays through the nose
As only suckers can;
The clever smith has carried out
His calculated plan;
Now tell me, readers, would you buy
A used horse from this man?

TREES



I think that I shall never see
A poem as lovely as a tree;
I'd hoped, of course, that there would be
A tree still left for me to see;
Some lumber firm from out of town
Has chopped the whole darn forest down;
But I'll show up those dirty skunks—
I'll go and write a poem called "Trunks."

O CAPTAIN! MY CAPTAIN!



O Captain! My Captain!
Our graft has run its course;
I hear the new Commissioner is shaking
up the force;
Just yesterday McSweeney was dismissed
for taking bribes;
I fear that you and I are next—I do
not like the vibes.

O Captain! My Captain!
We soon will feel the heat;
They nabbed Lieutenant Harrigan, and
now he pounds a beat;
They've thrown the book at Sergeant Hick
for fencing stolen goods,
And Swenson's turning in his badge
for shaking down two hoods.

O Captain! My Captain!
I fear we are dead ducks;
A Broadway pimp's confessed he slipped
seven hundred bucks;
We now must pay the penalty; to trial
we'll be brought;
Let's hope we get Judge Patterson—
I hear he can be bought.

THE PASSIONATE SHEPHERD TO HIS LOVE

Come live with me and be my love,
As Man and Wife, 'neath God above;
We're sure to find eternal bliss—
With Open Marriage we can't miss.

No joys will equal yours and mine,
Partaking of a love divine,
And should we find that life's a bore,
We'll swing with Jane and Bob next door.

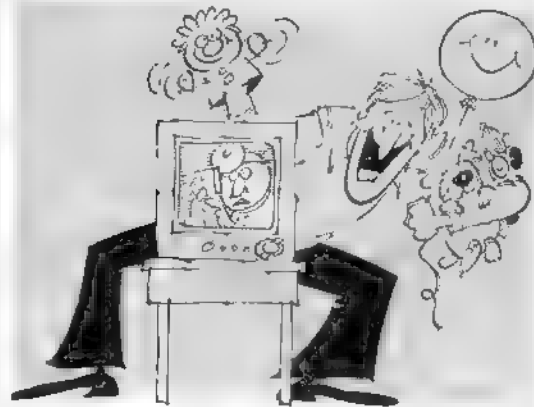
Or, maybe, if it's opportune,
We'll move into a sex commune
And mix it up with studs and chicks
In orgies watching porno flicks.

Perhaps you'll dig companionship
With leather gear and boots and whip;
If so, my love, I'll serve you well
And let you chain me in a cell.

So wed me now, my precious thing,
And be my Wife and wear my ring;
Yes, let our married days begin
So we won't have to live in Sin.



THE LITTLE TOY DOG



The little toy dog is covered with dust;
The Tinkertoys rot on the shelf;
The little toy soldiers are gathering rust,
And the teddy bear sits by himself.

The little toy engine won't puff any more,
And, golly, I feel like a boob—
I've filled up his playroom with toys from the store,
But my kid won't get up from the tube.

MY LAST DUCHESS



That's my last duchess painted on the wall—
One eye's been covered by Big Mike's scrawl,
Inscribed in red, AVENGER'S TURF,
With spray-gun supplied by Creepy Murph;
And along her brow, the purple script of Nick's—
KING KONG'S A FAG and FREE THE LAPLAND SIX;
That's my last duchess painted on the wall—
Her chin's decorated with MARGE DIGS PAUL,
And just above, in letters two feet high—
MICKEY ROONEY LIVES and BUTTON YOUR FLY;
I come by and look at her from time to time;
Down the length of her nose run the words EAT SLIME;
That's my last duchess painted on the wall;
Who added her mustache I can't recall;
You'll notice, in orange, THE CRUDS ARE HERE,
Which crosses her face from ear to ear,
And see that purple blob running down her cheek?
If you look real close, it says IZZY THE FREAK;
That's my last duchess— Why should I paint others
To have 'em destroyed by those spray-happy mothers?

THE RAVEN

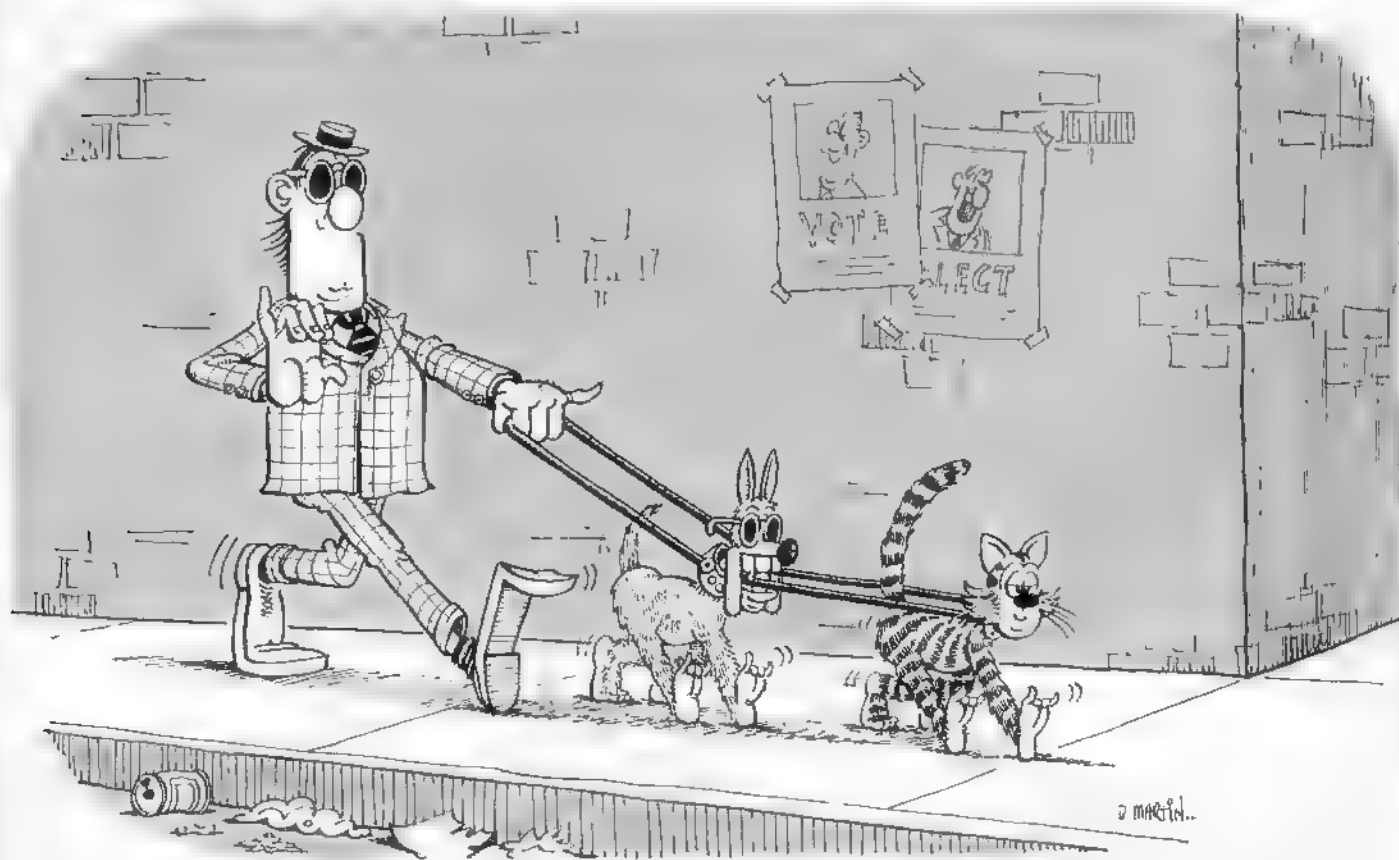


Once upon a midnight dreary, while I pondered, weak and weary,
Over many a quaint and curious volume of forgotten lore—
Suddenly I heard a choking, as of someone near to croaking,
And I saw a raven poking 'round the edge of my front door;
"Where've you been?" I asked the raven, as he staggered through my door;
Quoth the raven, "On the shore."

I could see his coat was icky, ev'ry feather gooeey, sticky,
From some tanker's oil slick he fell into beyond the shore;
Also, there was no mistaking pesticides he'd been intaking,
Causing him to lie there shaking, while he threw up on my floor;
"Are you ill?" I asked the raven, while he threw up on my floor;
Quoth the raven, "At death's door."

As I saw the end was nearing, suddenly I started fearing
Ravens might be disappearing like the dodo bird before;
"Right on, Mac," he said, explaining, "though I'm really not complaining,
"I'm the last one who's remaining of those flocks killed by the score!"
"No," I shrieked, "there must be one surviving those killed by the score!"
Croaked the raven, "Nevermore."

ONE FINE DAY DOWNTOWN



It took ten long, tedious weeks of hard work . . . but I've finally finished my hooked rug! Isn't it beautiful?! It's so lush and soft to the touch! And I have just the right bare spot to put it, too!

It sure is lovely, dear!

May I have the honor of being the first one to walk on it?

You certainly may . . .

.. if you can walk on WALLS!!



BERG'S EYE-VIEW DEPT.

THE
LIGHTER
SIDE OF...

HAND

Hey . . . you made a "Ship In A Bottle"!

Tell me . . . how do you GET the ship INTO the bottle?

Sorry! I can't tell you! We craftsmen are sworn to secrecy!

Oh, please . . . please tell me!

No . . . I won't! And WATCH how you handle that bottle!

OOOPS!!

Well . . . anyway . . . I found out how to get the ship OUT of the bottle!



I'm not just involved in **ONE** handicraft! I've diversified! I make **Ceramic Pottery** . . . and I **ALSO** weave **Straw Place mats**!

That's an **odd combination**!

Not really! Look at these **Cups** I made! In fact, have a drink out of one!

Thanks! I think I will!

HEY! These **Ceramic Cups** you make tip over and **SPILL!!**

Yes! I know!

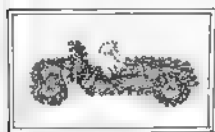
That's why I weave **Straw Place mats**!



ICRAFTS

ARTIST & WRITER:
DAVE BERG

After my skiing accident, I just sat around doing nothing! It was driving me **NUTS!!**



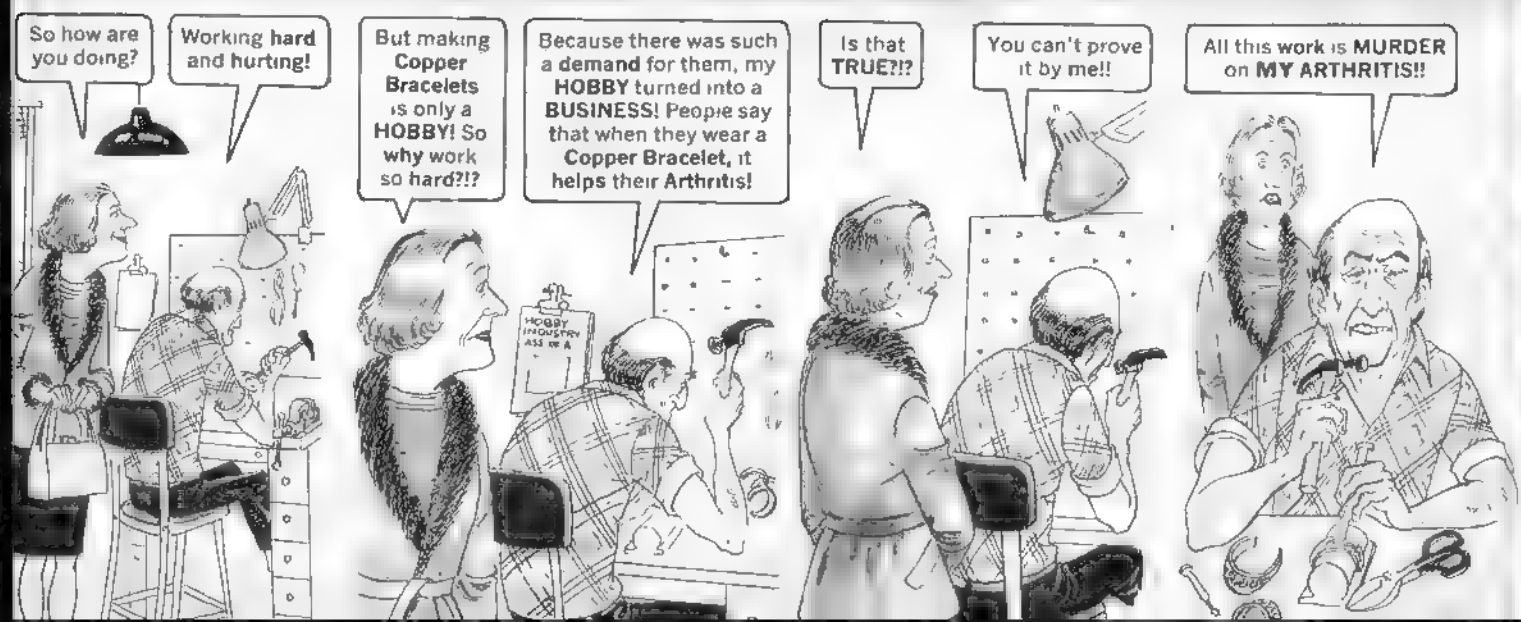
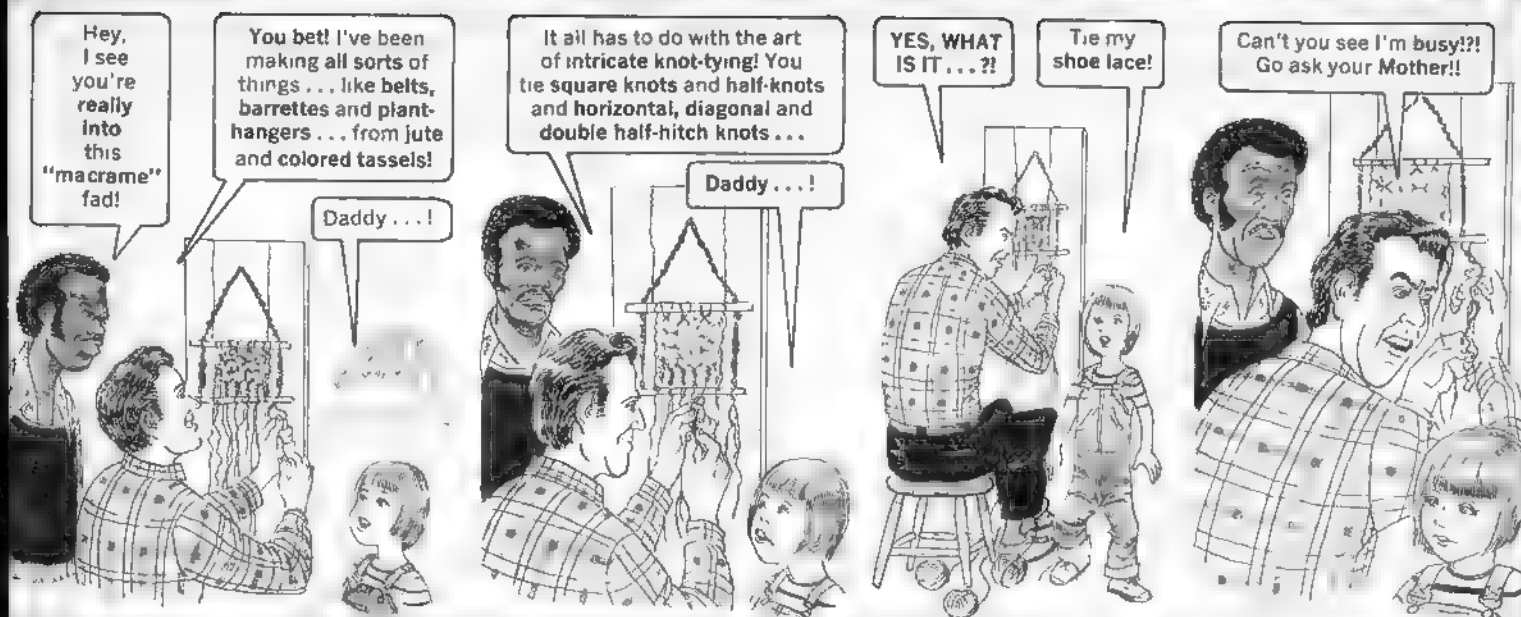
Then my Doctor suggested that I try making **Wire Sculptures**! So I bought a kit with this picture outlined on a board! First, I hammered nails all around the picture outline . . .

Then I started weaving the wire from nail to nail, in all kinds of intricate and complicated patterns . . .

Now, you not only have **decorative** objects . . . but it's also very **therapeutic**!

Therapeutic, my foot! It's driving me **NUTS!**





Whatchya doin'?

Makin' a model Tank!

What kind?

The "M-103"!

It has machine guns . . . and a big 120mm cannon mounted on a turret . . . and it was one of the most indestructible Tanks ever built!

Yeah? Gee, le'me see it!

Well, okay! But don't break it!



The Soap Box Derby is a fine idea! It teaches young people craftsmanship . . . and sportsmanship!

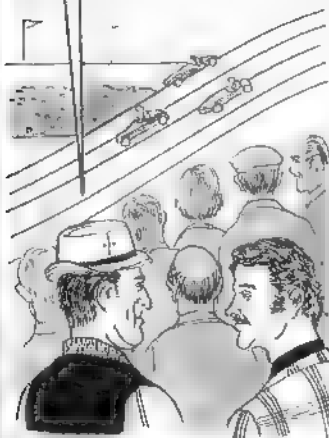
Just take a look at my kid's entry! Note the graceful design and the careful workmanship! Neat, eh? That's 'cause I helped him build it!

That's my kid's entry! I didn't help him at all!

And it sure shows it! That's pretty sloppy workmanship! You should have helped him! A kid his age is very vulnerable! His ego could be shattered!

I really don't think so!

HE WON THE RACE!!



I brought you this decorated basswood box! I made it myself!

Oh, thank you! It's just what I needed!!

I love it! The size . . . the shape . . . the decorations! It's a most useful item!

You always told me you hated all the homemade junk you got from friends and relatives! Don't you think you went a little overboard in phony appreciation this time . . . ?

Not at all! . . . meant it!

Now I have a CONTAINER to put all the other junk IN!



Wow! If there's ever another Blackout, are you ever ready for it! What a magnificent display of candles!

Yep! Made 'em myself! I've got all shapes and kinds ... Christmas candles, sculptured "3-D" candles and cute little animal candles! It took me six months to make this collection!

Speaking of Blackouts, looks like all the fuses just blew! Well ... at least WE won't have to sit here in the dark!

YOU TOUCH A MATCH TO ANY ONE OF MY CANDLES ... AND I'LL BREAK YOUR ARM!!



When you finish that Needlepoint, what do you plan to do with it?

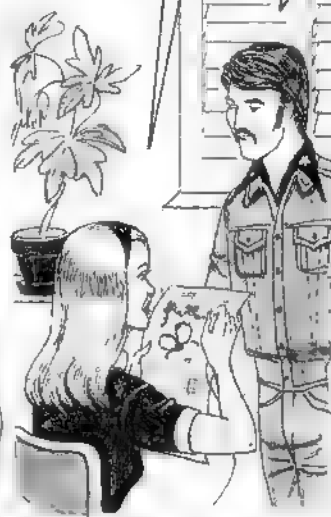
Uh ... what do you mean???

Well ... are you going to frame it as a picture ... ? Or cover a chair-cushion with it ... ? Or make a handbag out of it?

I hadn't really thought about it!

Why not?

I'VE NEVER FINISHED ANYTHING IN MY LIFE!!



Oh, look what Michael made today in Kindergarten! It's a beautiful replica of a one-masted sailing schooner!

No, it's not!!

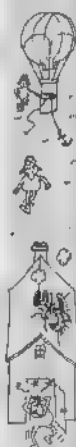
Of course it isn't! It's a magnificently-crafted model of a 707 jet airliner ... !

Nahhh!

What do young parents know! Any Grandma could recognize that it's a Frank Lloyd Wright Architectural House!

Gee! You grown-ups don't know NUTHIN'!

It's a piece of wood ... with a nail in it!





Almost every magazine other than MAD (Yes, there are magazines other than MAD!) runs an annual "READER SURVEY" in which they ask a couple of dozen questions to find out more about their readers. MAD has never run such a survey because, as you know, our readers come last and we really don't care to know anything about you. Frankly, we're not interested in anyone stupid enough to buy this trash magazine. However, just in case you've never had the opportunity to fill out one of these dumb things, hurry up and mail us

MAD'S FIRST ...AND PROBABLY LAST... READER SURVEY

NAME _____ ADDRESS _____

CITY _____ STATE _____ PHONE NO. _____

1. HOW DID YOU FIRST HEAR ABOUT MAD MAGAZINE?

☐ Friend ☐ Relative ☐ Stranger ☐ Strange Friend or Relative ☐ Other

2. HOW DO YOU RATE THE CONTENTS OF MAD MAGAZINE?

☐ Excellent ☐ Really Excellent ☐ Truly Excellent ☐ Really Truly Excellent ☐ All Of The Above

3. WHAT IS THE POPULATION OF THE TOWN OR CITY IN WHICH YOU LIVE? _____

4. HOW DO YOU RATE THE EFFECTIVENESS OF THE POLICE FORCE IN YOUR TOWN OR CITY?

☐ Good ☐ Fair ☐ Poor ☐ Yecch ☐ The Keystone Cops Did a Better Job

5. WHAT ARE YOUR HOBBIES? _____

6. DO YOU COLLECT: ☐ Stamps ☐ Rare Coins ☐ Anything Else of Value _____

PLEASE GIVE DETAILS

7. WHAT KIND OF CAR DO YOU DRIVE? _____ WHAT YEAR & MODEL IS IT? _____

WHERE DO YOU KEEP THE KEYS FOR IT? _____

8. WHAT ARE THE NAMES OF THE BANKS WHERE YOU KEEP YOUR MONEY?

a. _____

b. _____

c. _____

SIGN YOUR NAME HERE: _____

9. WHAT KIND OF VALUABLE ELECTRONIC EQUIPMENT OR OTHER EXPENSIVE THINGS DO YOU OWN?

Color TV ☐ B&W TV ☐ Stereo System ☐ Tape Recorder ☐ Portable Radio ☐ Binoculars ☐

Wristwatch ☐ Digital Calculator ☐ Other _____

PLEASE GIVE DETAILS

10. DO YOU LIVE ALONE? _____ WHEN ARE YOU OUT? _____

WHEN DO YOU GO ON VACATION? _____

HOW MUCH CASH DO YOU KEEP IN YOUR HOME OR APARTMENT? _____

EXACTLY WHERE IN YOUR HOME OR APARTMENT DO YOU KEEP IT? _____

11. WHAT KIND OF LOCK DO YOU HAVE ON YOUR DOOR? _____

12. PLACE YOUR KEY
IN THIS BOX
AND TRACE THE
OUTLINE OF IT:



THANK YOU VERY MUCH FOR YOUR HELP.
PLEASE NOTIFY US IF YOU MOVE, IF
YOU CHANGE YOUR WORKING HOURS, OR
IF YOU CHANGE YOUR VACATION PLANS.

FUEL-ISH NOTIONS DEPT.

IN AN EFFORT TO FIGHT INFLATION, BY SCREWING THE OIL CARTELS

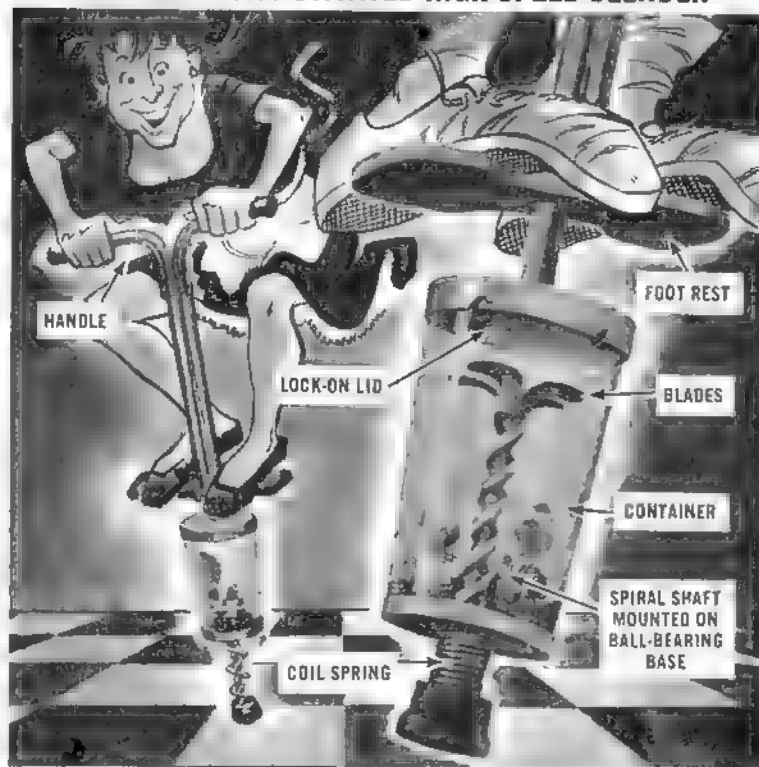
SOME MAD ENERG

ARTIST: BOB CLARKE

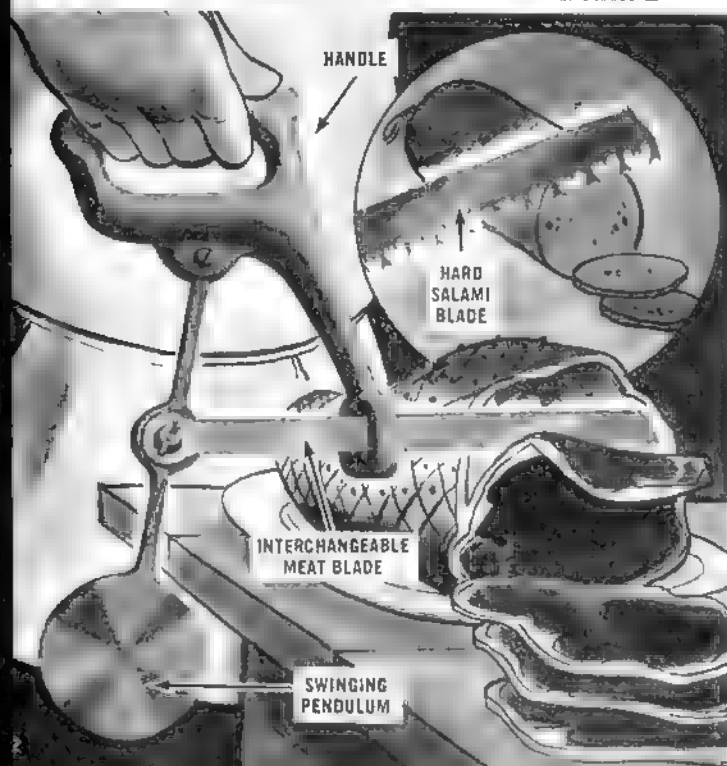
THE WINDMILL-POWERED PENCIL SHARPENER



THE POGO-STICK-ACTIVATED HIGH-SPEED BLENDER



THE PENDULUM-PROPELLED CARVING KNIFE



THE COMBINATION STOOL & WATER PICK



AND THE UTILITY COMPANIES, YOUR IDIOT EDITORS NOW PRESENT ...

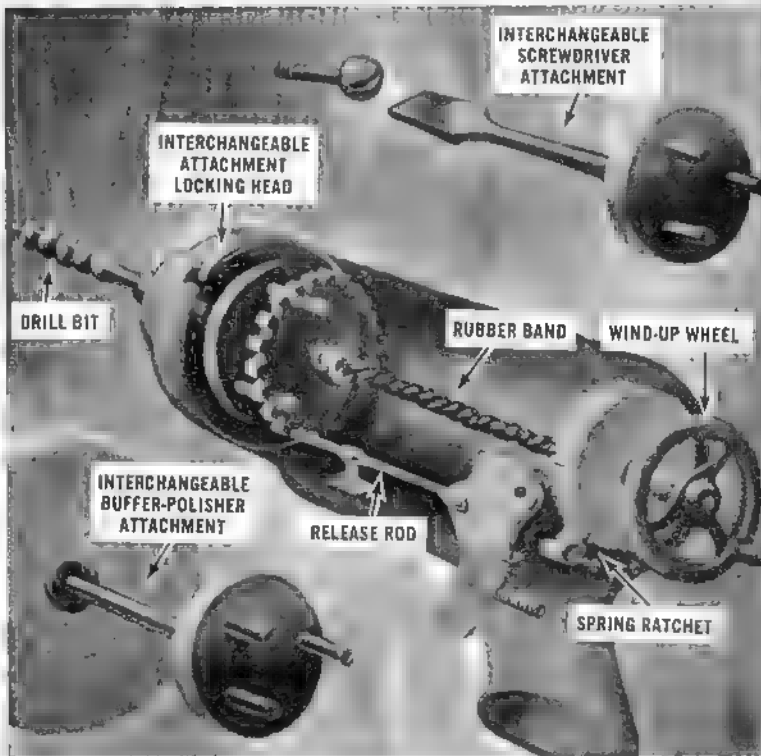
Y-SAVING DEVICES

WRITER: PAUL PETER PORGES

THE SELF-GENERATING ELECTRIC GUITAR



THE WIND-UP RUBBER-BAND-DRIVEN POWER TOOL



THE PUSH-PEDAL-POWERED VACUUM CLEANER



THE SOLAR-ENERGIZED CORDLESS HOT COMB



CAUGHT IN A BIND DEPT.

A COLLECTION OF PAIRED... MAD TH



MY LIFE IN PICTURES by JACQUELINE KENNEDY

MY LIFE IN PICTURES by Howard Hughes

Friends I Have Made Through My Work by XAVIERA HOLLANDER

☆ **FRIENDS I HAVE MADE THROUGH MY WORK** by Rona Barrett ☆ ☆ ☆

MARRIAGE FOR FUN & PROFIT by Zsa Zsa Gabor

MARRIAGE FOR FUN & PROFIT by MICKEY ROONEY

THE JOY OF WORKING FOR HUGH HEFNER

THE JOY OF WORKING FOR CHARLES FINLEY

THE NIXON YEARS; I REMEMBER EVERY DETAIL by John Dean

○○○ **THE NIXON YEARS; I REMEMBER EVERY DETAIL** by John Mitchell ○○○

A WAY WITH WORDS by Howard Cosell

A WAY WITH WORDS by Yogi Berra

WINNING AN "OSCAR" IS EVERYTHING

by JACK LEMMON

WINNING AN "OSCAR" IS EVERYTHING by George C. Scott



THICK & THIN BOOKS

WRITER: MARYLIN D'AMICO

MAKING IT ON TALENT ALONE by Katharine Hepburn

MAKING IT ON TALENT ALONE by RAQUEL WELCH

BEATING THE RAP by Spiro Agnew

BEATING THE RAP by SKITCH HENDERSON

HENRY AARON; THE QUIET DIGNITY OF A SUPERSTAR

MUHAMMAD ALI; THE QUIET DIGNITY OF A SUPERSTAR

ROBERT REDFORD; SEX SYMBOL

MERV GRIFFIN; SEX SYMBOL

ON BEING SINCERE by Ralph Abernathy

ON BEING SINCERE BY SAMMY DAVIS, JR.

GEORGE WASHINGTON;

Honesty In The Presidency

RICHARD NIXON: Honesty In The Presidency

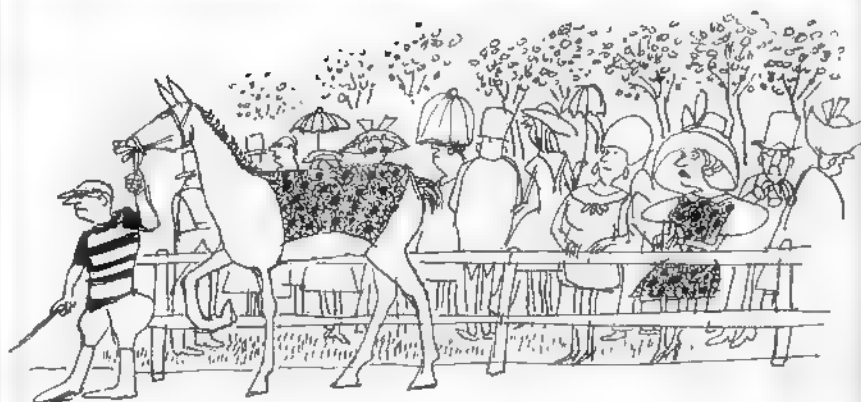
CREATIVE THINKING by John Kenneth Galbraith

CREATIVE THINKING by Alfred E. Neuman



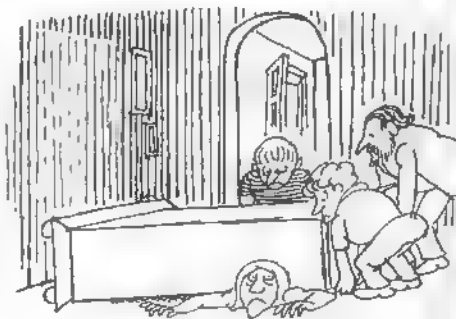
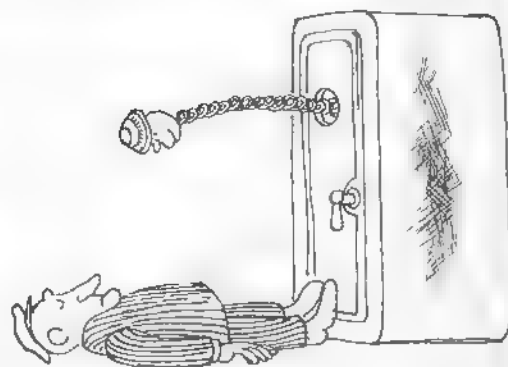
And now, continuing
our policy of spot-
lighting talented
young cartoonists
in foreign lands,
we'd like you to...

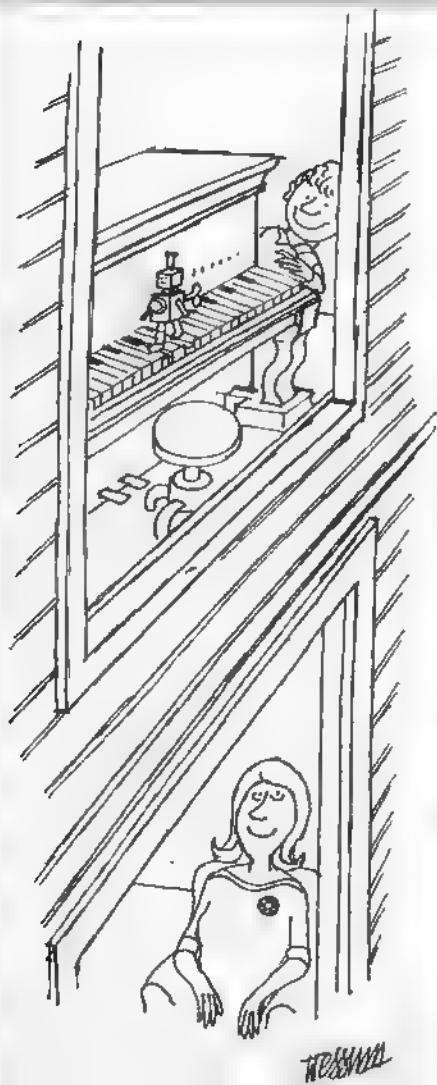
MEET JAN V



AN WOSSUM

A
REFRESHING
"DUTCH TREAT!"





INITIAL IMPRESSION DEPT.

Ever wonder why some professions seem more exciting and glamorous than others? Well, one reason is that the people involved are always running around, shouting abbreviations and initials at each other, which makes their work seem twice as dramatic as it really is! Like this typical hospital scene...



1. GENERAL PRACTITIONER
2. ELECTROCARDIOGRAM

3. CUBIC CENTIMETERS
4. FOUR TIMES A DAY

5. INTENSIVE CARE UNIT
6. REGISTERED NURSES

7. OPERATING ROOM
8. DEAD ON ARRIVAL

Boy, can you imagine how much more thrilling other duller and boring occupations would be if they were filled with this kind of Initializing? Well, we'll show you... as MAD now offers this selection of

EXCITING ABBREVIATIONS FOR LOW GLAMOR JOBS

ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

IDEA BY: WILLIAM MCCOLE

FOR AUTO MECHANICS

FOR GARBAGE COLLECTORS



I've got a U.I.¹
with a V.I.P.C.²

Any chance
of an
M.O.³?

Possibly! I told him that
the clink he hears is an
F.C.⁴ requiring a U.P.⁵!
I'm having Louie check
his B.A.⁶ for C.O.H.⁷!

Good! If you
run into any
trouble with
the S.J.⁸, call
in Harry for
A.S.I.S.I.⁹!

When we hit this next house,
remember... there's a load of
L.S.¹, so I want you to make
a T.R.² from start to finish!

You want C.C.s³ and U.L.G.s⁴?

Absolutely! Plus an L.D.⁵
consisting of O.P.s⁶
H.O.R.M.⁷ and A.E.T.I.⁸!

Why the
E.R.B.⁹?

Because of
their L.C.T.¹⁰!



1. Unsuspecting Idiot
2. Vega In Perfect Condition
3. Major Overhaul
4. Faulty Cylinder

5. Unnecessary Replacement
6. Bank Account
7. Cash On Hand
8. Snow Job

9. Additional Selection of Important-Sounding Initials

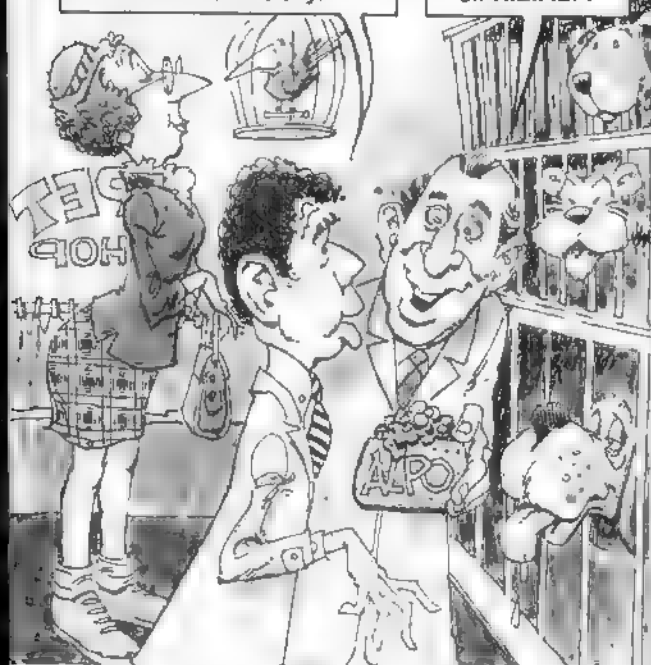
1. Late Sleepers
2. Terrible Racket
3. Crashing Cans
4. Unnecessary Loud Grunts
5. Littered Driveway

6. Orange Peels
7. Hunks Of Rotting Meat
8. Anything Else That's Icky
9. Especially Rotten Behavior
10. Lousy Christmas Tip

IN PET SHOPS

What do I do? I've got a T.D.B.¹ up front—L.O.C.² and K.N.³—who wants a P.F.P.⁴, and we don't have any!

So? Sell her one of our M.M.s⁵... and tell her it's an N.F.B.⁶!



1. Typical Dog Buyer
2. Lots Of Cash
3. Knowing Nothing
4. Pedigreed French Poodle
5. Mongrel Mutts
6. New Rare Foreign Breed

IN BANKS

Flexner, here... the B.D.I.C.¹ at Branch 43! I've got a T.B.D.² applying for one of our E.H.I.L.s³!

Right-O! And I also want to make doubly sure about his S.U.⁴!

Not what I'd like! But don't worry! I won't okay it until I see the P.S.O.H.K.G.⁵!

Understandable! I'll have the head office give it the U.S.D.D.⁶! How's his S & P⁷?

And you're concerned about his G.I.T.P.⁸?



1. Big Desk In The Corner
2. Two-Bit Depositor
3. Exorbitant High-Interest Loans
4. Getting It Too Painlessly
5. Suffering Unduly
6. Usual Six-Day Delay
7. Sobbing and Pleading
8. Poor Sap On His Knees Groveling

IN POST OFFICES

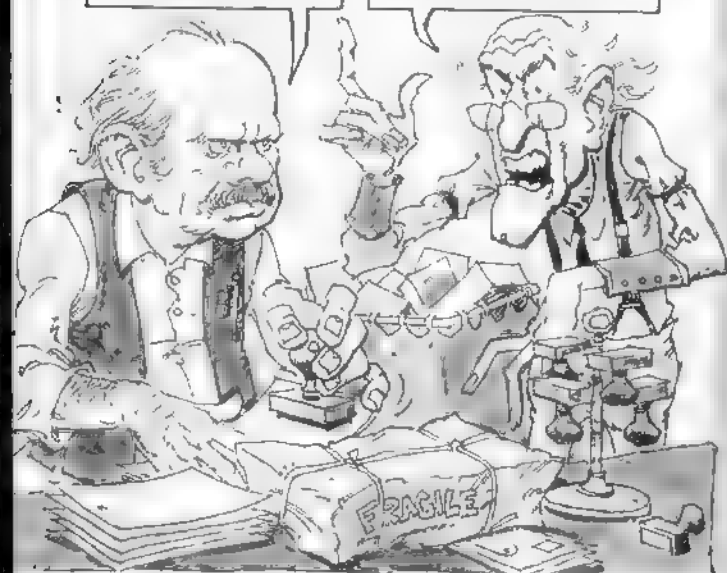
Mike, I've been getting a lot of complaints about your work lately!

Sure, Mike! But yesterday, you let a batch of I.M.F.s¹ go through here I.U.C.²!!

Are you kidding?! I'm the best Z.C.I.³ in the place! Why, every day, I put a T.D.H.U.⁴ on all of the S.D.s⁵!

Listen, I'll match my I.R.⁶ with anybody's!

O.K.⁷, just so long as you show the proper P.S.I.⁸!



1. Zip Code Ignorer
2. Three-Day Hold-Up
3. Special Deliveries
4. Items Marked Fragile
5. In Unshattered Condition
6. Inefficiency Rating
7. Okay
8. Postal Service Indifference

FOR MOVIE USHERS

Mayday! Mayday! I've got an M.P.S.¹ in Aisle One, a U.C.² in Aisle Two, an L.M.P.E.³ in the front row, and an I.S.⁴ in the rear orchestra!

What about the D.O.M.⁵ you said was giving an F & G⁶ to the S.T.G.⁷ in the balcony?

Cancel that! S.L.I.⁸!



1. Major Popcorn Spill
2. Unhousebroken Child
3. Loud Mouthed Plot Explainer
4. Illegal Smoker
5. Dirty Old Man
6. Feel and Grope
7. Sweet Teenage Girl
8. She Likes It

IN CLOTHING STORES

Harold, this gentleman requires something in the L.A.G.¹ look!

How about one of the H.G.P.s² from our O & P³ line? Our Head Buyer says they're Q.P.W.S.s⁴ this year! Naturally, you'll want to use our regular F.G.⁵!

Naturally! Avoiding, of course, any mention of the G.T.⁶ and L.B.s⁷ Anything else?

Just don't inform the T.C.⁸ that the H.M.⁹ is N.R.¹⁰!



1. Long-Armed Gorilla
2. Hideous Green Plaids
3. Over-priced and Poorly-made
4. Quite Popular With Schmucks
5. Fashion Gibberish
6. Ghastly Tailoring
7. Loose Buttons
8. Tasteless Creep
9. Horrible Monstrosity
10. Not Returnable

FOR TEACHERS

Looks like a tough year! My class consists of seven F.L.W.U.s¹, six P.G.s², four P.M.s³ and a K.W.R.⁴ who's sure to wind up in the S.R.⁵!

You're lucky you're only teaching P.K.⁶!

P.S. No. 16



1. Four-Letter Word-Users
2. Psychotic Goons
3. Professional Muggers
4. Knife-Wielding Rapist
5. State Reformatory
6. Pre-Kindergarten

IN BEAUTY SHOPS

Gladys, dear, I'm letting you work on the F.O.B.¹ in the fifth chair...

Because I can count on you for a beautiful S.J.²! Give her the usual F & F³ about the N.C.L.⁴ of her O.C.D.J.⁵!

Why do I always get the H.C.s⁶ that are A.B.E.E.⁷?

Aww... &¢%X\$#*@!⁸



1. Frizzled Old Bag
2. Hopeless Cases
3. Avoided By Everyone Else
4. Snow Job
5. Flattery and Fawning
6. Natural-Looking Color
7. Obviously Cheap Dye Job
8. &¢%X\$#*@!

AT MAD MAGAZINE

What do you think of the L.P.S.¹ by F.J.²?

It's T.U.C.³! An R.P.⁴ filled with G.T.D.C.O.s⁵ and H.W.⁶!

Any chance of an E & R⁷ job?

No way! We were all R.T.T.U.⁸ when we read it!

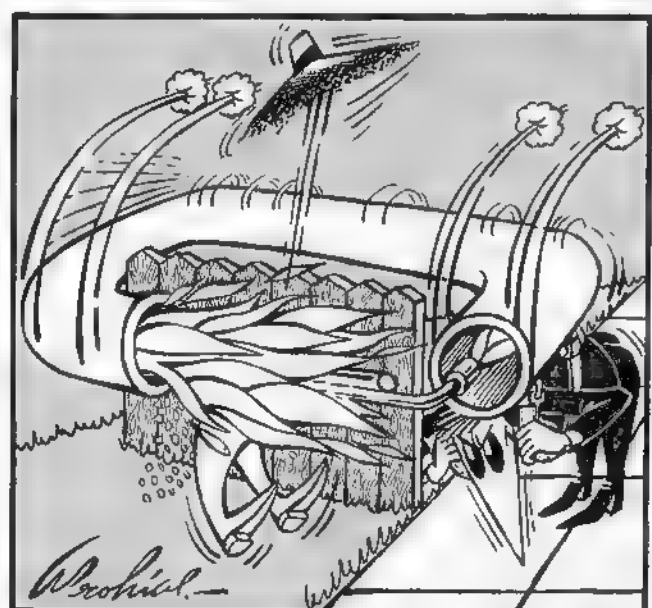
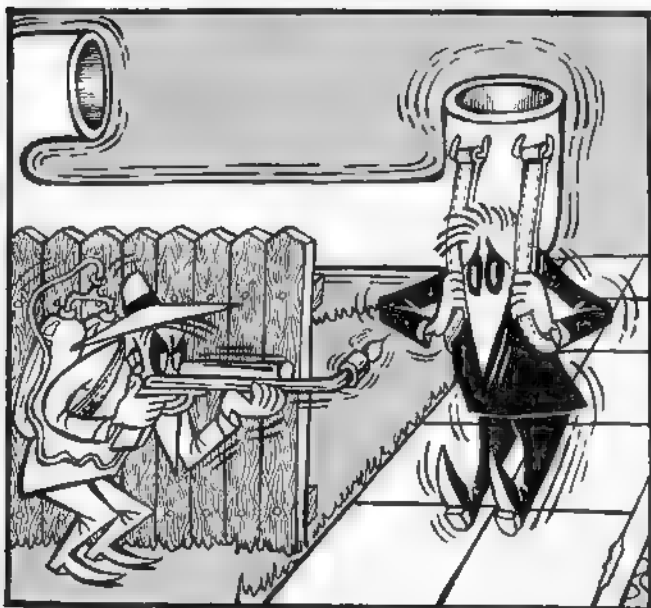
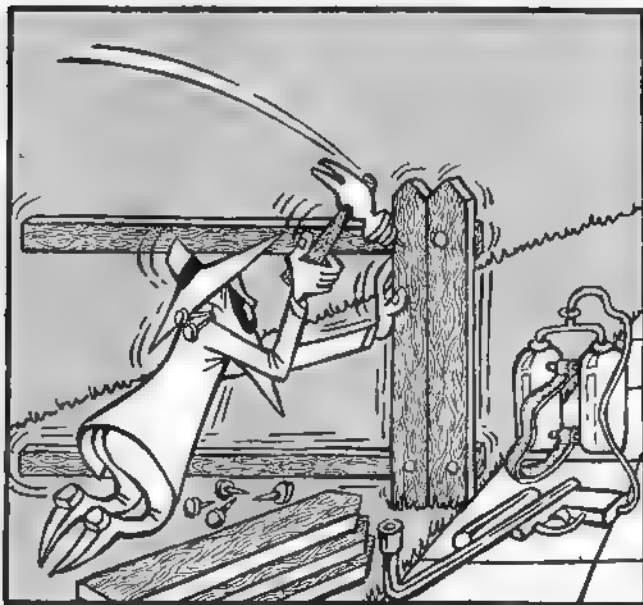
We could always take the old B.I. and D.R.I. route!

You mean B.I.⁹ and D.R.I.¹⁰?

No... I mean B.I.¹¹ and D.R.I.¹²!



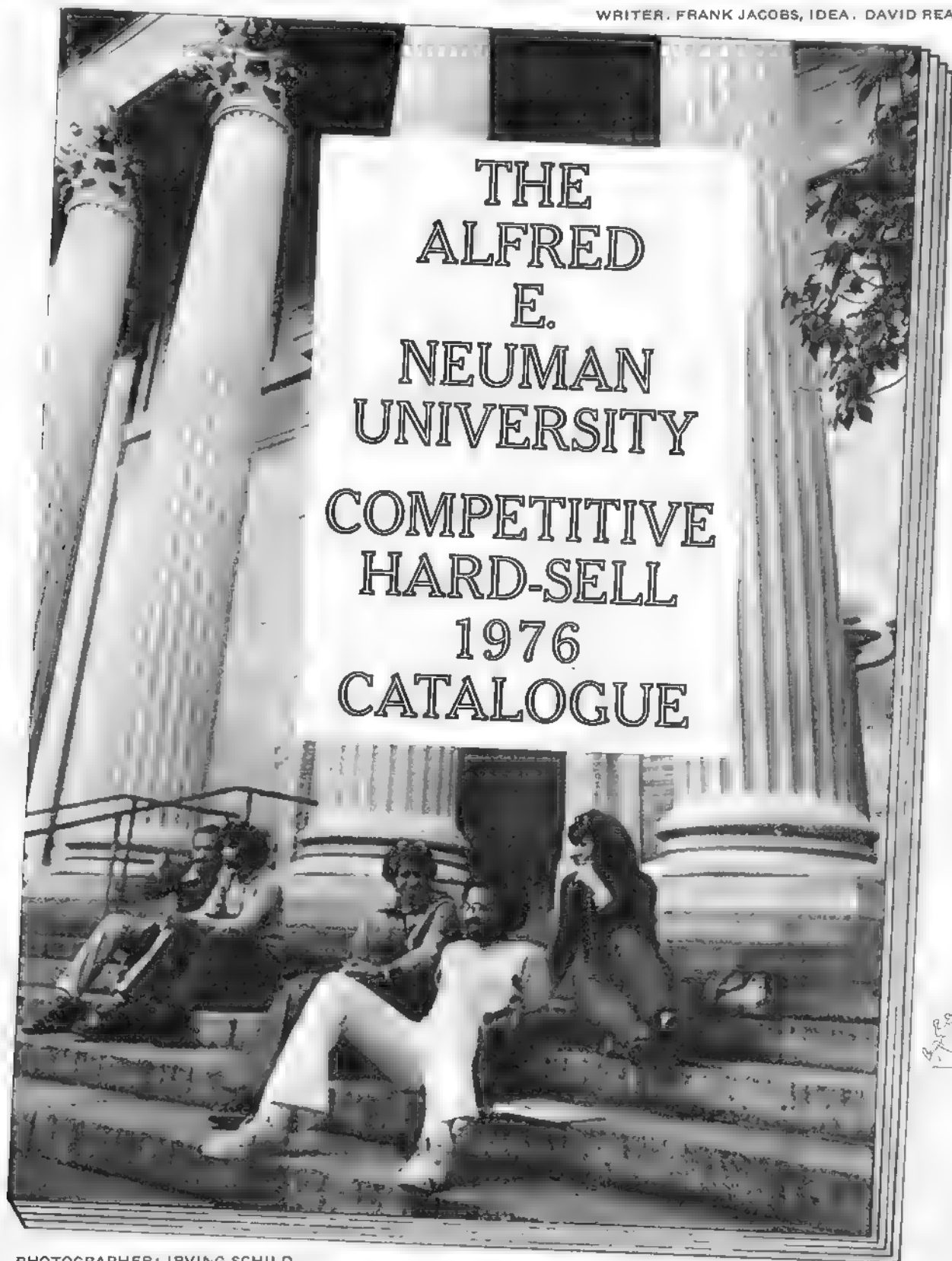
1. Latest Pathetic Script
2. Frank Jacobs
3. The Usual Calibre
4. Ridiculous Premise
5. Gags That Don't Come Off
6. Hack Writing
7. Editing and Rewriting
8. Ready To Throw Up
9. Buy It
10. Delay Running It
11. Burn It
12. Deny Receiving It



FACULTEASE DEPT.

Pity the poor College Professor. Once his classes were full and students were begging to get in. Today, it's a different story. College enrollments are down. Classes now have empty seats, what with the Recession and guys no longer going to college to avoid the draft. What does this all mean? It means that to save their jobs, Professors are being forced to "sell" their courses to prospective students. Which is why it's only a matter of time before we'll be seeing big, splashy College Catalogues like this one:

WRITER: FRANK JACOBS, IDEA: DAVID REAGAN



PHOTOGRAPHER: IRVING SCHILD

LANGUAGES



LANGUAGE PROBLEMS?

Enroll Today In
Dr. HUGO
HASSENFEFFER'S
**CONVERSATIONAL
GERMAN**

"Ve Haff VAYS
of Making You Talk!

3 p.m. M-W-F Flotsam Hall



You **VILL** Attend
Dr. Karl Umlaut's Course
in Intermediate German!

You **VILL** Have Already
Taken Dr. Umlaut's Course
in Elementary German!

You **VILL NOT** Enroll in Any Other
nstructor's Courses in German, Such As
Dot Schweinhund Hugo Hassenfetter's!
You **VILL Obey** The Above Orders! Ve Know
You Have Relatives Living in America!
2 p.m. M-W-F Flotsam Hall



Chatting With The
Head Waiter



Translating The Dialogue
At Art Film Festivals



Reading All The Fine
Print On Wine Labels

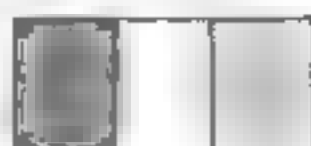
*You'll Make Out With Her
Better When You Speak*

FRENCH!

Docteur Claude Le Dreque's *Conversational French*
1 p.m. T-Th Flotsam Hall

WHICH LANGUAGE SHOULD YOU LEARN?

FRENCH?



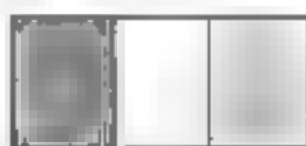
Sure, if you're an effete
or if you go over the top with
a good deal of country
in a young couple's life.

SPANISH?



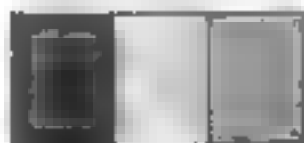
Fine if you're
looking for some of the
at the old school where
you'll find a teacher.

ITALIAN?



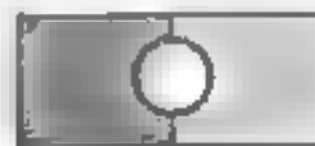
Swell if your heart's
set on becoming a singer
or a dancer, even a
Maya in a red dress.

FLEMISH?



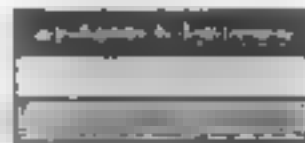
Wonderful if the
future point of an
extended visit to
Flanders.

PORTUGUESE?



Absolutely if your
ultimate life goal is to
read the complete works
of Vasco de Gama.

GERMAN?



Yes, but if you happen
to be looking for the
most rigorous and
The Katzenjammer Kids.

PURGE THE DYING TONGUES OF THE DECADENT WEST!

LEARN RUSSIAN!

GET WITH IT
WHERE
THE POWER LIES!

"250 Million People Can't Be Wrong!"

Dr. Olga Karpov
1 p.m., W-F
Flotsam Hall

COLUMN "A" OR COLUMN "B"?



French
German
Russian
Spanish
Hungarian
Serbian
Turkish
Arabic
Swahili
Urdu



Chinese
Chinese
Chinese
Chinese
Chinese
Chinese
Chinese
Chinese
Chinese
Chinese



GET WITH IT
WHERE THE
REAL POWER LIES!

LEARN CHINESE!

"830 Million People Can't Be Wrong!"

Dr. Thaddeus Wong
10 a.m., M-W
Flotsam Hall



PEOPLE DON'T TALK! MONEY DOES!

GET WITH IT
WHERE THE
REALLY TRUE
POWER LIES!

LEARN ARABIC!

DR. OMAR FAWDI
AL FATAH
1 p.m., T-Th
FLOTSAM HALL

"2 Sheiks Who Control 68 Per Cent Of The World's Production Can't Be Wrong!"



The Jokes Are Funnier UNTRANSLATED!

Enroll Now in
Doctor Ignace Szprlynski's

ELEMENTARY POLISH

2 p.m. W-F-M Flotsam Hall

AN IMPORTANT MESSAGE FROM INSTRUCTOR ROBERT PITKIN

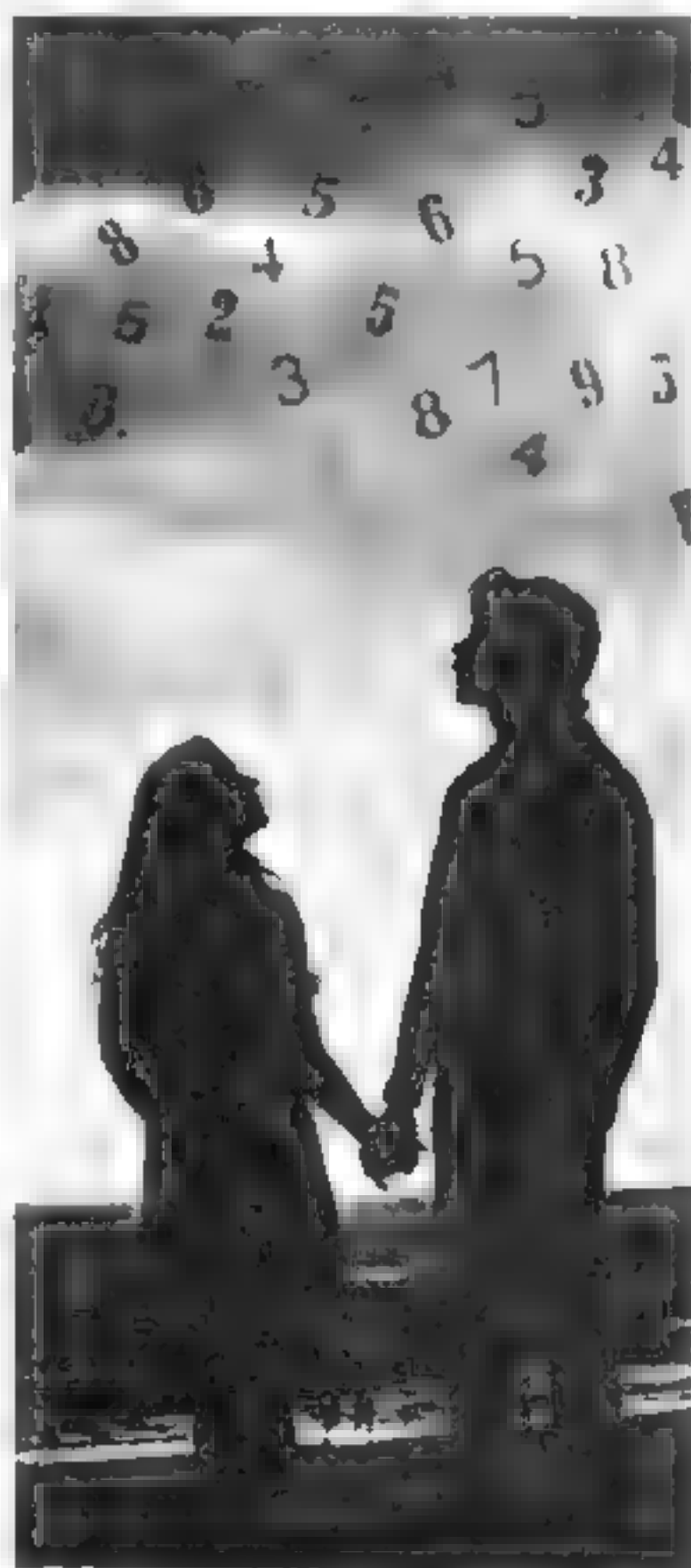
The Chairman of the Languages Department has informed me that unless I persuade at least four students to take my course, I'll be forced to take an indefinite leave of absence with no pay. Therefore, I implore you to heed the plea of a dedicated teacher trying valiantly to hold on to his job as I once again ask...

WON'T SOMEONE PLEASE TAKE
CONVERSATIONAL ESKIMO?

11 a.m. Tues—Thurs. Flotsam Hall

Don't Miss Doctor Hans Jungfrau's
THE LANGUAGE OF YODELING
9 a.m. Mon—Wed Flotsam Hall

MATHEMATICS



You Thrilled To The Challenge Of
"FUNDAMENTALS OF TRIGONOMETRY"!

You Loved The Excitement Of
"DIFFERENTIAL CALCULUS"!

Now! Get Ready For The Greatest Adventure
Of Your Entire Academic Life With
Prof. Irving Poundexter's Epic Masterpiece

**"ADVANCED PROBABILITY
& STATISTICS"**

9 a.m. Monday-Thursday Neuman Hall

DISCOVER THE SECRETS OF THE ANCIENTS!

ARCHIMEDES



Was He An Oddball Who Moved In Strange
"Circles" Or A Genius Who Really Knew
His Way Around?

PYTHAGORAS



They Called Him "Square," But He Knew
How To Come Up With The "Right" Angle!

EUCLID



Was He Handing Out The "Plane" Truth
Or Merely Spouting A "Pointless Line?"

Only Prof. Horace Windrush Covers All
"Sides" Of The Subject In

ANALYTIC GEOMETRY

11 a.m. Tues.-Thrs. Neuman Hall
"It's As Easy As Pi!"

Don't Miss Doctor Hans Jungfrau's
THE MATHEMATICS OF YODELING
9 a.m. Tues.—Thrs. Newman Hall

HISTORY

When It Comes To

**AMERICAN
HISTORY I**

Shouldn't Your Choice Be

FUNKHAUSER?

3 p.m. Tues. - Thurs. Grunion Hall

Was General Custer "Gay"?

Who Was Martha Washington's "House Guest" While
George Was Away At Valley Forge?

What Was The Embarrassing Disease Millard Fillmore
Tried To Hush Up?

American History I

Told Like You've Never Heard It Before!

Prof. Morris McCool 1 p.m. M-W Grunion Hall

Only MY Course in American History I Offers

- Comfy Coeducational Barcalounges
To Relax On During Lectures!
- Classrooms Decorated In Soft, Eye-
Soothing Pastels!
- Stereo Background Music By John
Denver And Other Top
Recording Stars!
- Twelve—Count Them—Twelve
Convivial Class Assistants To
Attend to Your Every Need
- Lectures Automatically Recorded
on Individual Cassettes You Can
Listen To At Your Leisure!
- Free Cokes After Each Weekly Quiz!
- Free Booze After The Mid-Term!
- Free Grass After The Final!

Prof. Wally Beamish 11 a.m. T—Th, Grunion Hall
"Super Courses for The Swinging Seventies"

CLIP THIS COUPON!

It's Worth
15 BONUS POINTS

On Your Mid-Term
In Prof. Asa Troon's
American History I

9 a.m. Mon.-Wed. Grunion Hall

Prof. Vernon Farkis' HISTORY COURSES for the Now Student!

10 a.m. M-W
The Hundred Years War and It's
Effect on Patty Hearst.

2 p.m. T—Th
The Decline of the Ottoman Em-
pire As Seen Through the Life
of Cat Stevens.

9 a.m. W-F
The Industrial Revolution and
The Weathermen
—A Comparison.

11 a.m. W-F
Timothy Leary and His Influence
on the Balkan Congress of 1813.

Room 1809 Grunion Hall

THE NEUMAN UNIVERSITY HISTORY DEPARTMENT
IN ASSOCIATION WITH DR. FELIX WARTWINKLE
PRESENTS

NO, NO, NERO!

(Also titled ROMAN HISTORY I)

STARRING

NERO, JULIUS CAESAR, BRUTUS,
AUGUSTUS, MARC ANTONY, CLEOPATRA,
MARCUS AURELIUS, CICERO, VIRGIL
AND INTRODUCING
HANNIBAL

AND A SUPPORTING CAST OF THOUSANDS
OF
CITIZENS, SOLDIERS, GLADIATORS,
SLAVES AND CHRISTIANS



"I had the time of my life!"
—Gladys Renfrew, '77, Home-
coming Queen Runner Up and
Pom Pom Girl

"Fantastic!"—Milo Freen,
'76 Class Va editor-in-chief and
Past President of the Radical
Anarcho-Syndicalist Club

"Simply wonderful!" Don't miss
it!—Dr. F. Wartwinkle

SEATS AVAILABLE NOW!

9 a.m. M-W-F GRUNION HALL

Don't Miss
Doctor Hans
Jungfrau's

THE HISTORY OF YODELING

11 a.m.
Mon.—Wed.
Grunion Hall

LITERATURE

Which American Lit Course Should You Choose?
Compare Professor Murray Mangrove's
"THE AMERICAN NOVEL"
With All The Others

	Prof. Mangrove	Prof. "B"	Prof. "C"	Prof. "D"	Prof. "E"
Special "Breeze-Through" Mid-Terms	YES	NO	NO	NO	NO
Six "No-Penalty" Class-Cuts	YES	NO	YES	NO	NO
Less Than 5% Failures Guaranteed	YES	NO	NO	NO	NO
"Second Chance" Final Exams	YES	NO	NO	NO	YES
Toleration Of Stoned Students	YES	NO	NO	NO	YES
Avoidance Of Dull Authors Like Henry James	YES	NO	NO	NO	NO
Selection Of Groovy Authors Like Kurt Vonnegut	YES	NO	NO	YES	NO
Elimination Of Surprise "Quickie" Quizzes	YES	NO	NO	YES	NO
Valuable Door Prizes	YES	NO	NO	NO	NO

Select The American Lit Course That Offers You MORE!
THE AMERICAN NOVEL 2 p.m. M-W-F Brindle Hall

AN IMPORTANT ANNOUNCEMENT

From
Professor Harold Brooknow

Because of a dwindling enrollment in "An Examination of the Sonnet," "Some Minor Poets of 16th Century England," and many other courses dealing with English Literature that no one seems to care about, and because my teaching career is rapidly becoming a big nothing, I have been forced to compromise my principles and will inaugurate this semester a nine-hour intensive course

An Interpretation Of The Prose And Poetry Of JOHN LENNON

1 p.m. • Mon.—Wed—Fri. • Brindle Hall



**LISTEN, ALL YOU
HONKIES AND
UNCLE TOMS!!**
In A Few Years
We'll Be Talking
Over, And It's
YOUR CHOICE:
US or
THE MAN!!

*It will help you considerably if you
have prepared yourself by taking
"The Emergence of African Literature
in a Global Third World Society."*

UNDERSTAND MUTHA?

(For those of you who get The Message, course is
taught Mondays at 3 p.m. by Dr. Muhammad
Fazole in Malcolm X Auditorium—Militant Hall)

Don't Miss Doctor Hans Jungfrau's
THE LITERATURE OF YODELING
11 a.m. Tues. Thurs. Brindle Hall

1925



Your
Grandfather
Still Raves
About Him!

1950



Your
Father
Will Never
Forget Him!

1968



Your
Older Brother
Grooved
Him!

TODAY



You'll
Flip
Over
Him.

DOC EZRA MULDOON

52 Years Teaching "World Lit" and Still Going Strong!

Thrill To The Lectures of A LIVING LEGEND!

10 a.m., Mon.—Wed—Fri., Brindle Hall

SCIENCES

DR J T. FERNFEATHER PROUDLY PRESENTS
HIS EXTRAORDINARY EXTRAVAGANZA

★ **THE GREATEST** ★

MICROBIOLOGY

★ **COURSE** ★

ON EARTH!

BREATHTAKING MAGNIFICENT PRODIGIOUS
BACTERIA! MICROBES! PROTOZOA!

GASP!

As The Amazing Ameoba Divides Before
Your Very Eyes!

SEE!

The Prolific Paramecium Devour The
Dreaded Bacilli!

THRILL!

To The Protracting Pseudopods Of The
Secreting Arcella!

MARVEL!

As Dr Fernfeather Explains The Meaning
Of The Above Sentence

An Outstanding Offering Of The Most Omnivorous Organisms Ever To Be Openly Observed

ALL BROUGHT TO LIFE THROUGH THE
AMAZING OPTICS

OF THE

**GIANT ELECTRON
MICROSCOPE!**

—ONE TERM ONLY—

3 p.m. Tuesdays & Thursdays—Science Hall

Chem Lab Professor
Wanda "Tubes" Edgely Says—

**"I HATE ICKY SMELLS JUST
AS MUCH AS YOU DO!"**



"That's why my Chemistry course
is equipped with the latest in ven-
tilation systems that instantly re-
move any irritating smell. If you
are especially sensitive, I'll fit
you out in your own custom-made
personal Stench-and-Stink Stopper
"Body Tent & Super Oxygen Mask"

ORGANIC CHEMISTRY 2

"Who Says It Has To Stink?"

10 a.m., Monday-Thursday, Science Hall

You May Have Already
Gotten A Passing Mark In

**PREHISTORIC
ARCHAEOLOGY!**

(If You Have The Winning
Number In Professor Alvin
Wimbert's "Prehistoric
Archaeology Sweepstakes"!)

Gala Drawing
Before
The Mid-Term

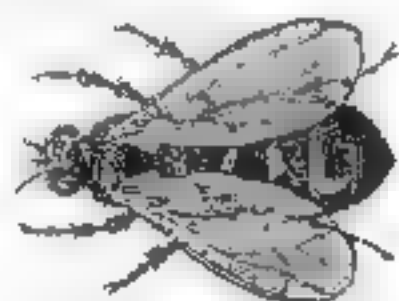
Your Number Is:
750446

WHO SAYS "Comparative Oceanic Physiology" HAS TO BE DULL?

Not the thousands of satisfied students who've sat spellbound through the gripping lectures of Professor Byron "Mister Fins" Wilberforce!

11 a.m. Mon.-Wed.
Science Hall

THE FEMALE KOREAN
STRIPED TERMITE
LAYS FOUR THOUSAND
EGGS...THEN GETS
DEPRESSED AND REFUSES
TO COMMUNICATE!



Learn This and Thousands of
Other Unusual Insect Facts
in Dr. Humbert Hubbard's
INSECTS OF EAST ASIA 2
1 p.m. Tuesdays & Thursdays
Science Hall

I'M LOOKING FOR MEN!



Not Boys, Not Adolescents, Not
Pimple-Faced Teenagers

BUT MEN

Who've Got the Guts to Take My
Grueling, Mind-Crushing Course

ADVANCED ASTROPHYSICS

Sure, it's tough, but who ever said life was
easy? If you're looking for a challenging
and brain-wracking course you'll remem-
ber with pride in years to come, apply now
and maybe I'll consider you

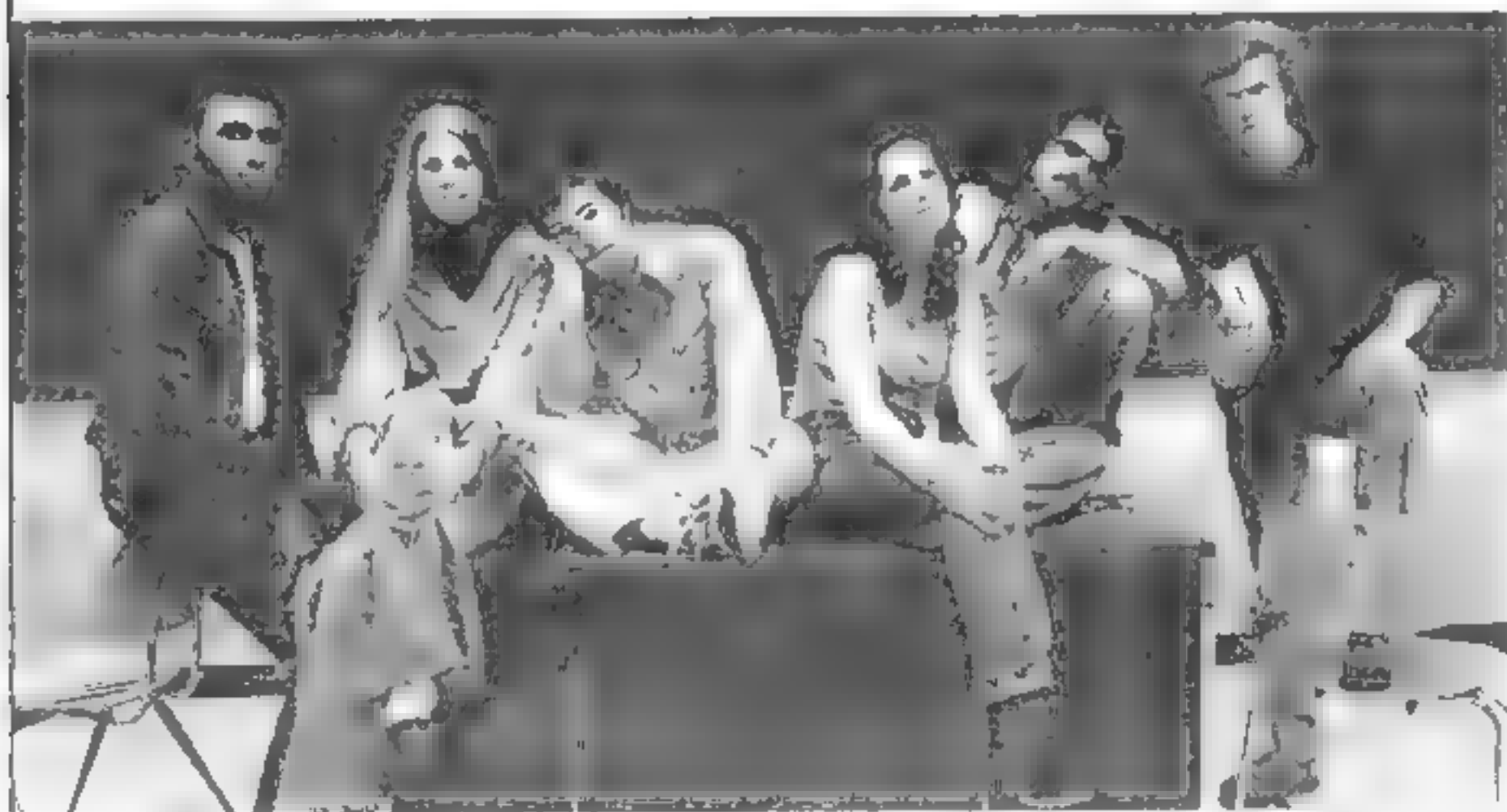
Prof. T.H. "Ironhead" Terhune
3 p.m. Mondays & Wednesdays
Science Building

NOT FOR SISSIES OR GOOF-OFFS!

Don't Miss Doctor Hans Jungfrau's
THE SCIENCE OF YODELING
1 p.m. Mon.-Wed. Science Hall

HUMANITIES

Can you spot the PSYCHOLOGY major?



1. Wrong. He's African history major Lester Kareem, who intones Ashanti war chants during Student Council meetings. 2. Nope. She's Myrna Diphthong, languages major and campus sex nut. She's mastered 17 dialects of Norwegian and can't say "No!" in any of them. 3. Forget it. He's Gordon Stamen, botany major, who's spent three

semesters cross-pollinating marijuana with mint leaves, hoping to come up with mentholated grass. 4. Uh-uh. She's biology major Wanda Ptarmigan, who's doing her fifth term paper on Eastern Oregon bird droppings. 5. No way. He's film major Kermit Flashback, who's finishing up a 3-hour documentary on toe fungus before graduating and joining his father's plumbing equipment business. 6. Right. This is the psychology major who's learning what makes people tick and why so many students waste four years here taking courses they'll have no practical use for in later life

PSYCHOLOGY

**It's not for everybody
(but it should be)**

The NEUMAN UNIVERSITY Psychology Department Room 14 Angst Hall

MEET DONNA!



Just one of the lovely graduate assistants who are eager to help you in Dr. Edwin Fratt's introduction to Philosophy.

10 a.m., M-F Neuman Hall

MEET BRUCE!



Just one of the virile graduate assistants who are eager to help you in Dr. Edwin Fratt's introduction to Philosophy.

10 a.m., M-F Neuman Hall

Attend Dr. Morris Mertzworthy's INTRODUCTION TO MYTHOLOGY, PAGANISM AND WITCHCRAFT

(1 p.m., Tuesdays & Thursdays Neuman Hall)

OR YOU SHALL BE CURSED FOREVER AND

DIE!

SIDNEY THE SOPHOMORE

HEY,
SIDNEY,
WHY SO
DOWN?

MARY BETH WON'T GO TO
THE **BULGARIAN FILM
FESTIVAL** WITH ME!
SHE SAYS (choke) I
DON'T UNDERSTAND
SYMBOLISM!



I HAD THE SAME PROBLEM LAST YEAR WITH
SHE ANN! THEN I ENROLLED IN PROF.
GRIBLEY'S "**FILM TECHNIQUES OF EASTERN
EUROPE**", TAUGHT TUESDAYS AND THURSDAYS
AT 10 A.M. IN NEUMAN HALL! NOW! DID SHE
EVER GET TURNED ON!



PROF. GR BLEY,
HLLH? I GUESS
IT'S WORTH A
TRY!

LATER...

OH SIDNEY! YOUR COMMENTS ON
TONIGHT'S FILM ARE SO **MASTERFUL!**
WHEN YOU TALK ABOUT **SUBLIMINAL
IMAGERY** I COULD ALMOST **MELT!**
COULD WE CONTINUE THIS CON-
VERSATION SOMEWHERE?

SURE,
MARY BETH!
HOW ABOUT
MY PLACE..?



THANKS TO
PROFESSOR
GRIBLEY!



YANKEE-PANKY DEPT.

It's no big secret to anyone that America's 200th Anniversary is here. For a long time, people discussed ways to celebrate this important birthday. Somebody came up with the bright idea of hiring a Magician. As we all know, Magicians are very popular at birthday parties nowadays. But we've already got a Magician... Henry Kissinger. (Anyone catch his amazing act where he

HISTORICAL SCENES, REENACTED FOR A

Washington Crossing The Delaware



Paul Revere's Famous Ride



Now, we're as patriotic as anybody, and we strongly believe in celebrating great historical events on such an important

HISTORICAL SCENES WE'D

ARTIST: JACK DAVIS

THE FIRST MAFIOSO CROSSING OF THE ATLANTIC



Dedicated members of the Mafia, who are proud to own this great country of ours, always look back fondly to May 12, 1897, the historic date when Gino Abondondo, the first Mafioso to come to these shores from Sicily, arrived in the New World. Here's that memorable scene, recreated by the Cosa Nostra Historical Society of New Jersey. The part of beloved Gino is acted by his grandson, Mafia Capo Angelo Abondondo. The parts of the immigrants are acted by members of Angelo's family. The men kissing Angelo's feet are members of the Newark Police Department... who aren't acting.

A TYPICAL SLAVE AUCTION IN THE 1850'S



Nostalgia buffs in Poontang, Mississippi, still recall the good old days when the "Darkies" knew their place... at the end of a chain. But times have changed. In this scene, which recreates a heart-warming page from the past, members of the Upper Poontang Historical Society play the parts of prospective Slave Buyers. The two men on the Auction Platform are played by Poontang Street Cleaner Ed Spurlock and Poontang Mayor Chet Garrison. (Note: The Auctioneer is played by Street-Cleaner Surlock and the Slave is played by Mayor Garrison. Boy, times have changed!)

makes Vietnam disappear?) Then there was talk of hiring a Clown. Clowns are also very popular at birthday parties. But we've already got one of those, too. (Bozo Ford is an absolute panic at the White House!) Then, the big decision was made: In cities all over the country, citizens would get into appropriate costumes and recreate great events in American history, like these

AMERICA'S BICENTENNIAL CELEBRATION

The Signing Of The Declaration of Independence



The Battle of Lexington And Concord



occasion. But let's be realistic. America's past (and present) hasn't always been covered with glory. Here, then, are some...

LIKE TO SEE REENACTED

WRITER: LARRY SIEGEL

AMERICA'S FIRST PSYCHOTHERAPY SESSION



Two members of the American Psychotherapy Association recreate the first therapy session to take place in America in 1912, involving the patient, Harry Grubb, and his Therapist, Dr. Bruno Bleistift. Believe it or not, today . . . 63 years later . . . the real Harry Grubb is still seeing the same therapist. Which all goes to prove what Psychotherapists have been saying for a long time . . . namely, that Psychotherapy can lead to a long life and a happy one . . . only not necessarily for the patient. Because, today, Dr. Bleistift is 108 years old. And at \$50 an hour, 20 hours a week, he is very happy.

AN EARLY WESTERN SIX-GUN SHOOTOUT



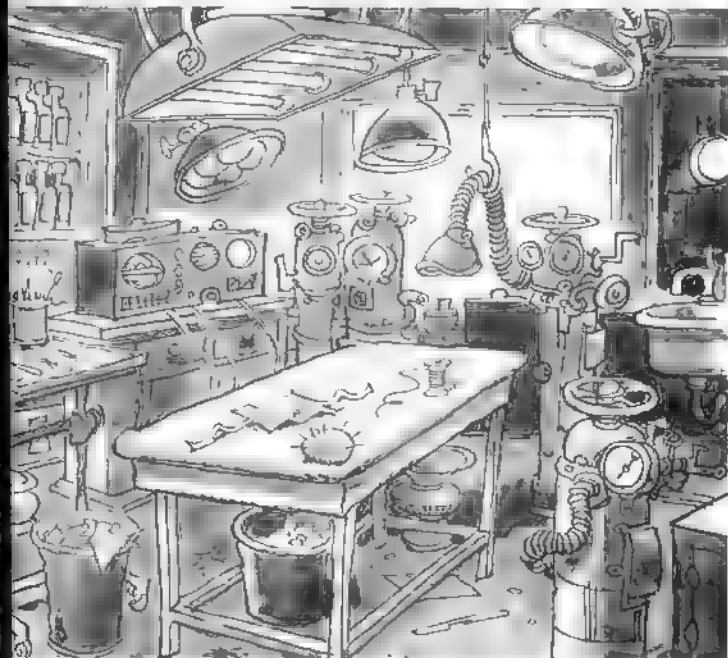
This exciting scene from our nation's past is recreated by the members of the LummoX, Oklahoma chapter of the National Rifle Association as part of the Association's never-ending campaign to glorify The Great American Gun and to prove that guns aren't dangerous, and to show that the only people who don't know the difference between loaded and unloaded guns are total idiots. The two National Rifle Association executives playing the parts of the old Cowboys firing blank bullets at each other are the late idiot, Cal Klipful, and the other late idiot, Sydney Coltt.

THE ATTEMPT TO RE-SELL MANHATTAN ISLAND



The New York Historical Society recreates a little-known event of early 1975, when New York City's Mayor, Abraham Beame, deeply troubled by the shocking conditions in his city, offers to sell Manhattan Island back to the Indians. Mayor Beame and his fellow New Yorkers just cannot live with the fiscal chaos, the insane sex and the unspeakable filth any longer. However, the Indians turn the Mayor down, and then they try to sell Marlon Brando to the Mayor for the same reasons, and the whole deal falls through.

AN HISTORIC MOMENT IN AMERICAN MEDICINE



Members of the American Medical Association's Historical Society recreate one of the most bizarre moments in American medicine . . . the event which occurred on March 4th, 1952, when four surgeons actually cancelled their daily round of golf to show up for an emergency operation. The operation (Removal of a Splinter) was a success, but the patient was in such a state of shock when they showed up that he died of a heart attack. (Note: Unfortunately, the five doctors who are supposed to play the surgeon and the patient couldn't make this reenactment! They're playing golf!)

THE CONSTRUCTION OF THE FIRST SLUM BUILDING



To honor the nation's Housing Industry, the Inner City Landlord's Historical Society reenacts the construction of America's first slum building in 1848. The amazing replica in this reenactment is actually made of cardboard, and instead of cement, the structure is held together with Scotch tape and airplane glue. (Note: At the end of the Bicentennial, as part of the President's Urban Renewal Program, it will be rented out at \$150 a room to 63 Puerto Rican and Black families . . . who now live in the original slum building.

AMERICA'S HEROIC RETREAT FROM SOUTH VIETNAM



One of the most memorable scenes from America's involvement in Vietnam is reenacted here by the U.S. Army Historical Society. The scene depicts the last minute escape from Saigon of General Victor Brock; his wife, Celia; his Vietnamese secretary, Wanda Woo; and his \$4 million in black market gold. The most exciting moment of the escape occurs later on in the air when it is found that the plane is overloaded and the General must get rid of 180 pounds of excess baggage. So he does the only sensible thing. He and his secretary, Wanda, ditch his wife, Celia, over the Equator.

THE COCKROACH



AD-MISSION IMPOSSIBLE DEPT.

If you're a typical MAD Reader, you know that Television Commercials insult your intelligence—mainly because we've told you, although you lack the intelligence to figure out why. So now, we're gonna tell you why! The tricky thing about TV Commercials is that they don't quite lie to us...

IF TV COMMERCIALS

ARTIST: GEORGE WOODBRIDGE

WHAT THEY TELL US...

My 14-year-old son, Blinky, spends all his after-school hours rolling on our front lawn! Just look at these stubborn grass stains ground into his tee shirt! Getting them out is a job for "TIDY"... the heavy-duty laundry detergent!



I never would have believed it! After only one washing in "TIDY," the grass stains are miraculously gone, and the vividly colored stripes are back in Blinky's tee shirt! It takes a strong laundry detergent to do that!



THE PART THEY LEAVE OUT...

It ALSO takes a strong laundry detergent to do THIS! After only three MORE washings in "TIDY," the vividly-colored stripes are ALSO miraculously gone... along with the REST of the shirt!



WHAT THEY TELL US...

No place in the world... except on **IGNITED AIRLINES**... can First Class passengers enjoy watching exciting **National Hockey League** highlights as they fly from New York to Los Angeles!



And no place in the world can you dine on Prime Roast Beef that compares to that served in the First Class section of **IGNITED's** Coast-to-Coast flights!



THE PART THEY LEAVE OUT...

Of course, **IGNITED's** First Class fare is \$257, compared with only \$182 in **Coach**! So... like I said... there's no place in the world where you can pay \$75 to get a dish of Roast Beef and a re-run of an old Hockey game!





they just bombard us with so many favorable statements, statistics, endorsements, homey playlets and "scientific" comparison tests that we never really think about the important and unfavorable facts that have been deliberately left out. Here, then, is MAD's idea of what it would be like...

TOLD US EVERYTHING

WRITER: TOM KOCH

WHAT THEY TELL US...

It's true, friends! The "HUNDRED BIGGEST-SELLING SONG HITS" of all time are now available on this single Long Playing Record for only \$7.98! Just think of it...



THE PART THEY LEAVE OUT...

But don't think about it long enough to realize what happens when we jam a hundred song hits onto a single Long Playing Record! You get such a little piece of each song, you'll never know what you're listening to!



WHAT THEY TELL YOU...

With the help of these average housewives, we're going to show you how the nuisance of sticky pots and pans can be avoided by cooking in pure "FAZOOOLA OIL"!



Nine out of ten of our typical homemakers discovered that eggs fried in "FAZOOOLA" slide off the pan more easily than those cooked in any of the other leading oils!



THE PART THEY LEAVE OUT...

Nine out of ten ALSO discovered that eating slippery eggs can be a nauseating experience! But if you'd rather throw up than scrub a few dirty pots and pans, then you'll just love "FAZOOOLA OIL"!

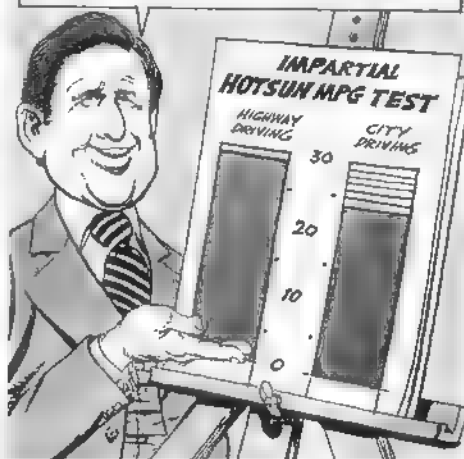


WHAT THEY TELL US ...

Some manufacturers offer one-time cash rebates when you buy a new car! But with a 1976 "HOTSUN," you GO ON saving money every mile you drive!



In a recent impartial test, a fully-equipped "HOTSUN" averaged 29 miles to a gallon in highway driving ... and 24 miles to a gallon in city driving!



THE PART THEY LEAVE OUT ...

Interestingly, I notice here that the same professional driver, riding on equally over-inflated tires, averaged 28 miles to a gallon in a Cadillac Eldorado ... and 27 in a Mack Truck!



WHAT THEY TELL US ...

We're using these stopped-up sinks to compare the effectiveness of "YICKY PLUMBER" against that of the other two leading brands ...



In seconds, "YICKY PLUMBER" unblocks the drain in the sink, while the other two brands are still at work! That's because "YICKY PLUMBER" contains a combination of powerful ingredients that cut right through food, grease and hair that can clog your drain!



THE PART THEY LEAVE OUT ...

Naturally, those powerful ingredients also cut right through the copper and steel pipes that keep food, grease, hair and other yech from spilling all over your floors in the first place!



WHAT THEY TELL US ...

Tired of the nightly chore of scrubbing your dentures by hand? Then watch this demonstration: We're dipping a string of pearls made of denture material into this pot of boiling cherry preserves!



Now, we're placing the pearls in miraculous new "FIZZODENT!" Notice how "FIZZODENT's" bubbles work like millions of tiny brushes to clean stains away, even in hard-to-reach places between the pearls! So now you've seen the proof!



THE PART THEY LEAVE OUT ...

Proof that "FIZZODENT" works great if you happen to have round teeth held together by flexible string with lots of open space between them! But what it proves about cleaning NORMAL dentures, I really couldn't say!



WHAT THEY TELL US . . .

Hi! I'm Dreuell Dribblins . . . pausing here in the middle of beautiful Yellowstone National Park . . . for a bowl of delicious "GRAPE GUTS"! I call "Grape Guts" Nature's Own Cereal! Its taste reminds me of wild Hickory nuts!



THE PART THEY LEAVE OUT . . .

So if that's the taste that turns you on, you can either pick up a small box of "GRAPE GUTS" for 73c . . . or you can pick all the wild Hickory nuts you want for NOTHING!



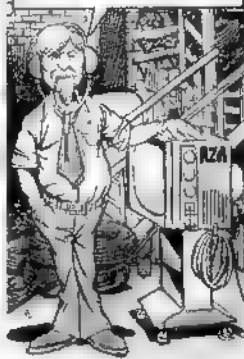
WHAT THEY TELL US . . .

Listen to what these top TV engineers have to say about the great new RZA Color Set!

Here on NBZ's "Soft Female Police Person," our TV Control Room monitors are all RZA Color Sets! We never use any other kind!



Here on the set of NBZ's "Cheeko And The Bigot," our studio audience sees all the action on RZA Color Sets! RZA is the only brand we ever use!



There's plenty of excitement on NBZ's "Rockford Nailfiles," and we watch it all on RZA Color Sets that the Network provides for our private screenings!



THE PART THEY LEAVE OUT . . .

Those testimonials can sound mighty convincing, unless you happened to notice that the engineers we just interviewed all work for NBZ, which is OWNED by RZA! So what equipment would you EXPECT them to use . . . ?!



WHAT THEY TELL US . . .

More coffee, anyone?

I'll have some! But you can skip Wolfgang here! He never drinks more than one cup!

Mind your own business, Gwen! I will have another cup of Fern's coffee! It's not like the watery slop YOU make!

That's because it's "HOOBAN," the brand that tastes better because it contains more full-bodied coffee beans!

I think it's great! I just wish I'd found out years ago that "HOOBAN" has much richer flavor than ordinary coffees!

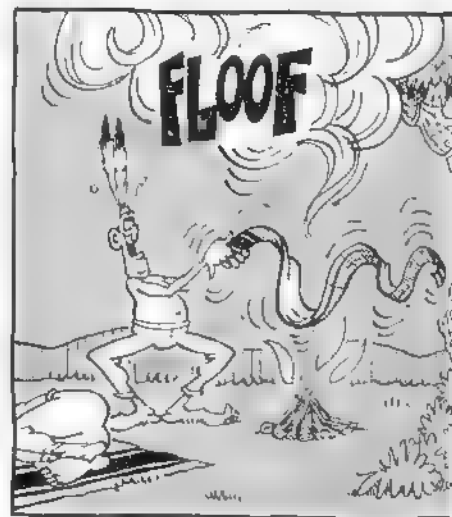
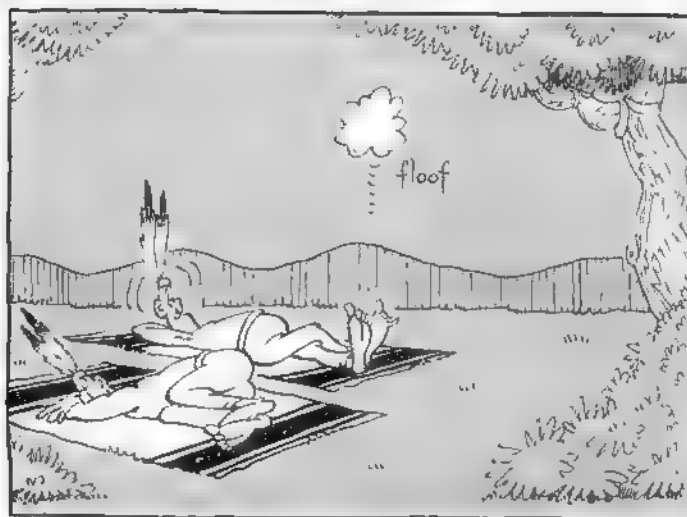
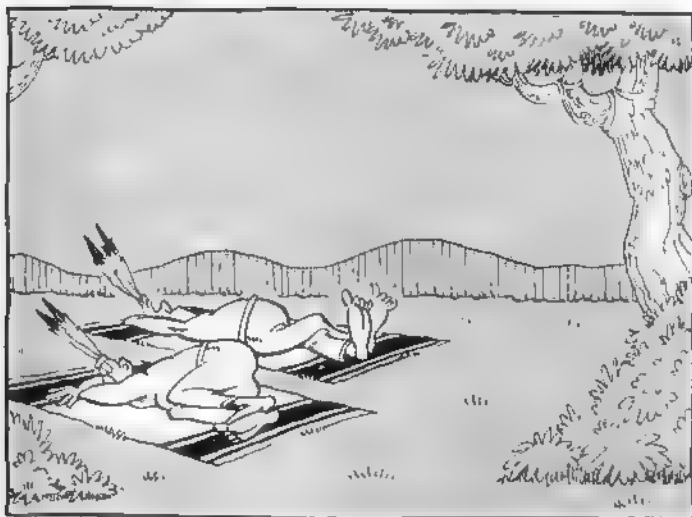


THE PART THEY LEAVE OUT . . .

I also wish I'd found out years ago that putting in more full-bodied beans gives you a lot more CAFFEINE than you get in ordinary coffees!



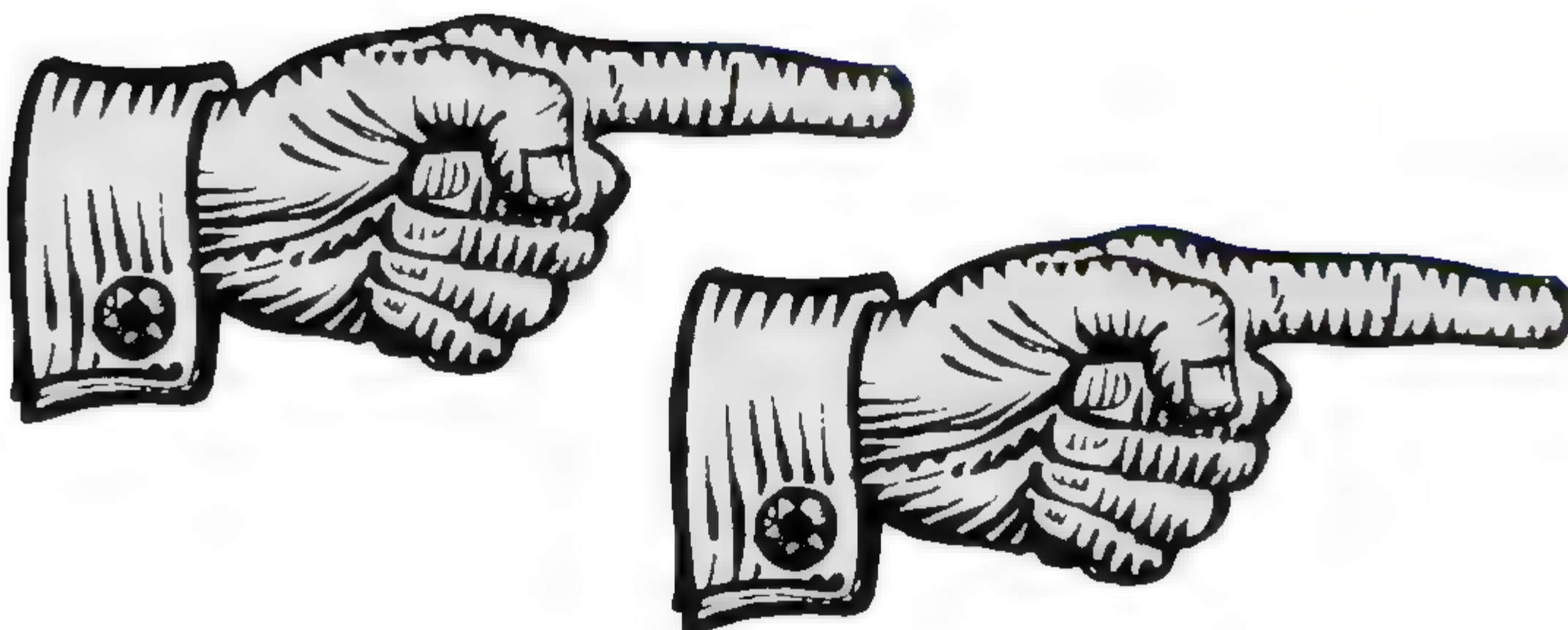
ONCE UPON A TIME IN THE BLACK HILLS OF S. DAKOTA





Nothing to see here!

Please skip ahead.



**WHAT KIND OF
VICIOUS
BIG SHOTS
HAVE BEEN
TAKING OVER
OUR CITIES?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

One "Big Shot" after another has always tried to muscle in on crowded, troubled cities! But lately, a most vicious and dangerous type has emerged to threaten the urbanite. To discover the identity of this new menace, fold in page.



FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"



**SATURATED WITH POWER, THIS NEW "BIG SHOT" HAS A HEYDAY.
NETTING MILLIONS FROM HELPLESS VICTIMS WHOSE PLIGHT
SPECIFICALLY AMUSES THE BIG SHOT'S MORBID VICIOUS PALS**

ARTIST & WRITER:
AL JAFFEE

A)

B)

WHAT KIND OF
VICIOUS
BIG SHOTS
HAVE BEEN
TAKING OVER
OUR CITIES?



FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

SATURDAY
NIGHT
SPECIALS
A B

CITY PL



ANOTHER
MAD
MINI-
POSTER

LIGHTS



IDEA BY: NICKY ZANN